November 1986

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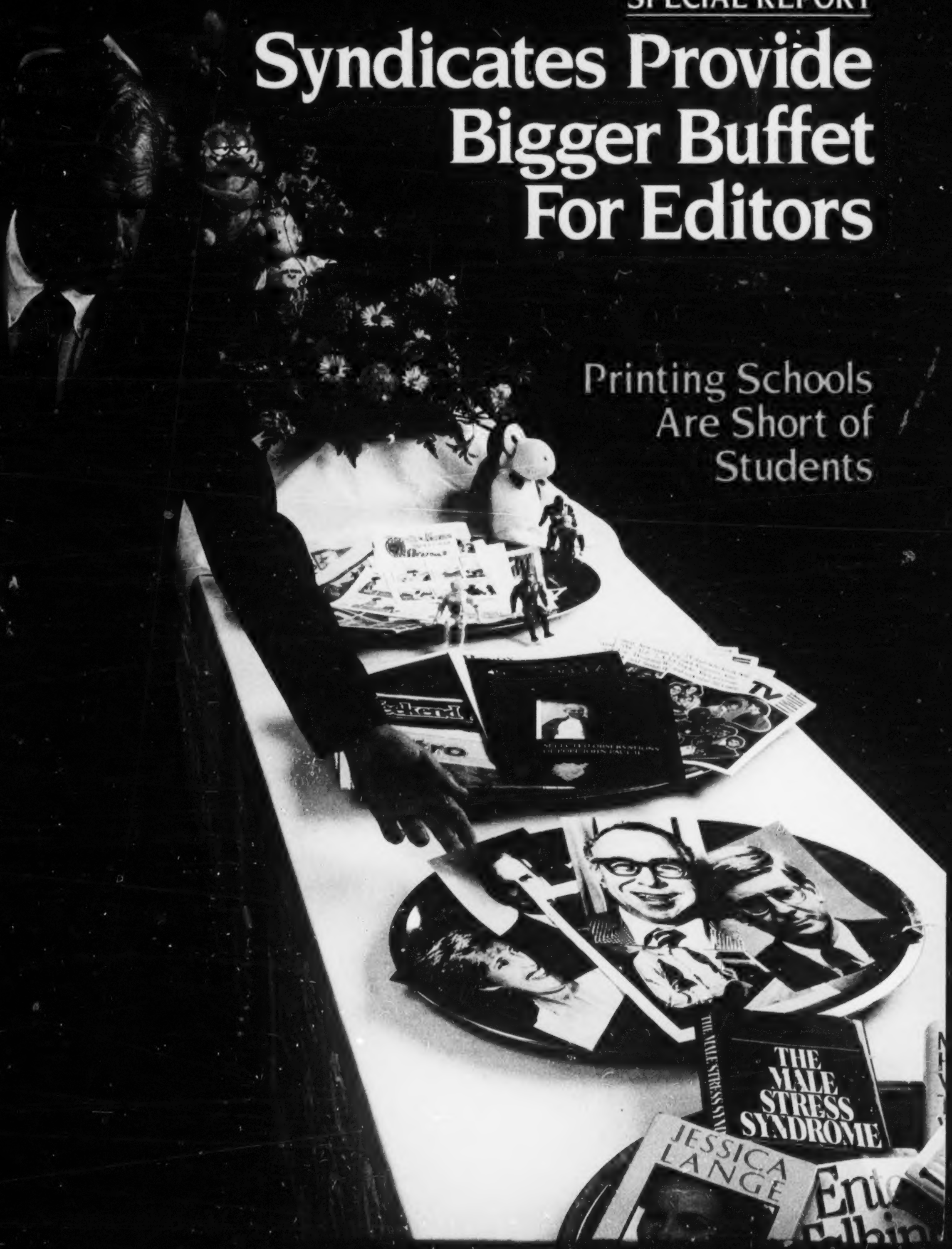
The Journal of the American Newspaper Publishers Association

SPECIAL REPORT

Syndicates Provide Bigger Buffet For Editors

Printing Schools Are Short of Students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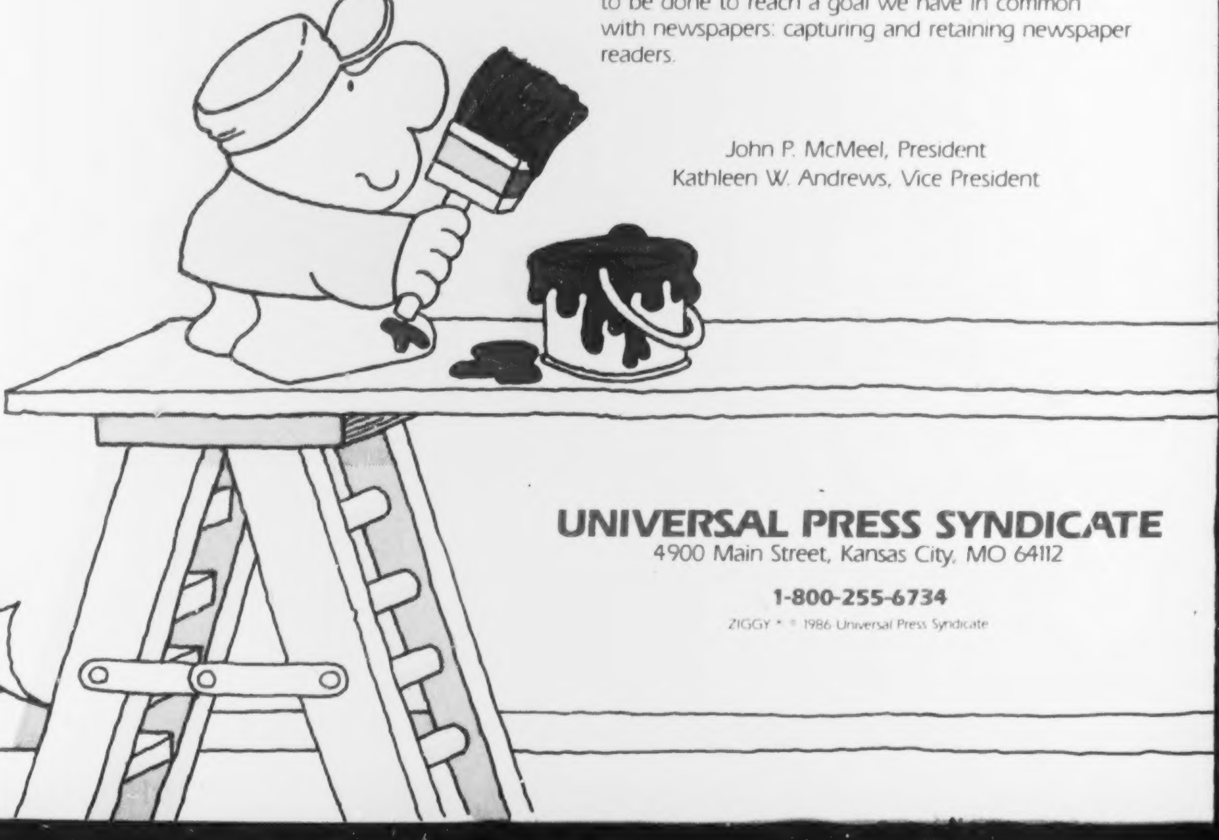

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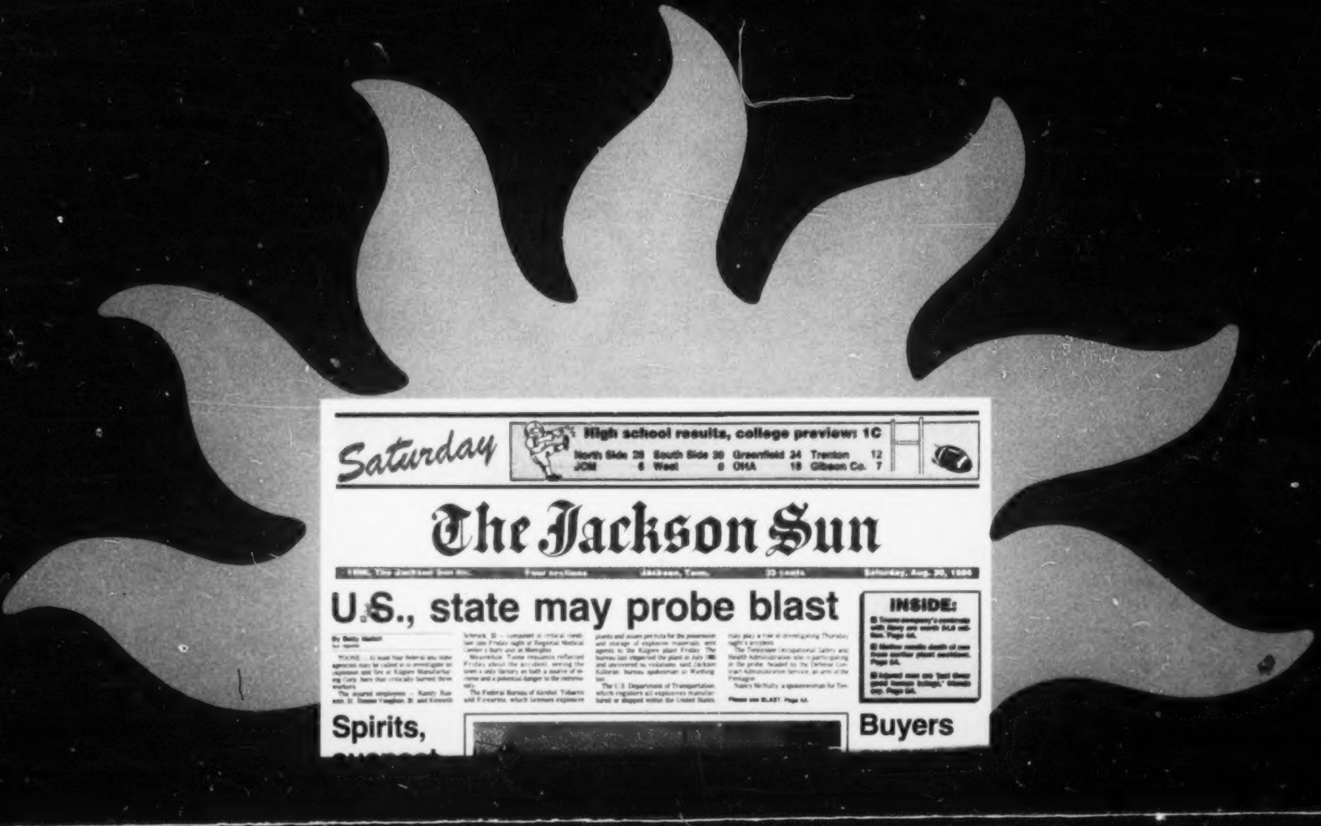

Saturday

High school results, college preview: 1C

North Side 28 South Side 30 Greenfield 24 Trenton 12
JCM 6 West 0 CHA 18 Gibson Co. 7

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Saturday, Aug. 30, 1986

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INSIDE:

Please see BLAST, Page 4A.

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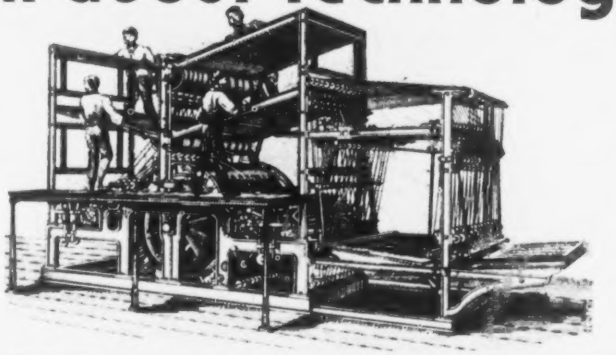

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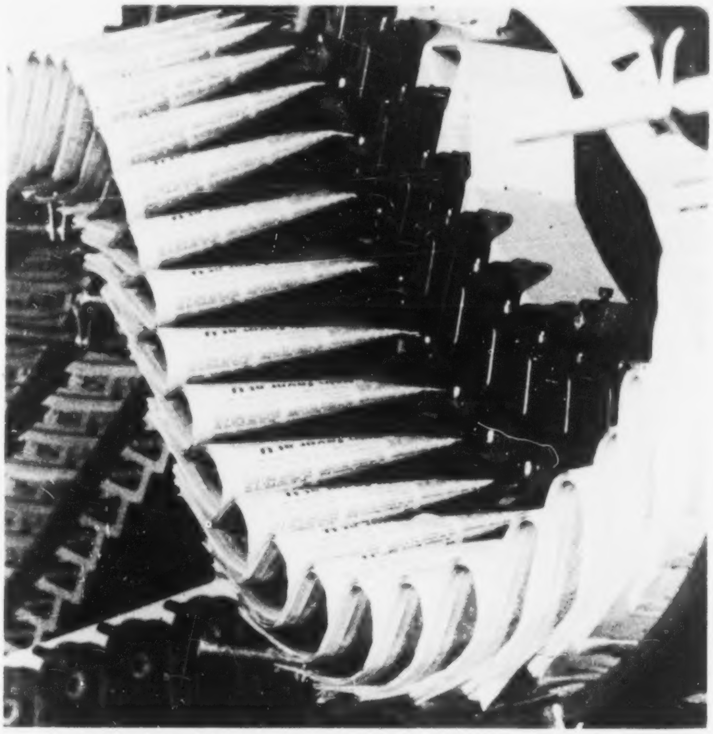

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Special Report *Syndicates, long-time purveyors of columns and comics, have expanded into new products in the past decade. Some have also entered other areas, particularly television and licensing. For newspapers, they offer everything from camera-ready sections for total-market delivery to daily television listings, from databases to graphics, from magazines and book excerpts to individual articles. And observers say the cornucopia will continue to grow as newspapers maintain their demand for more and better features to please their diverse readerships.* 16

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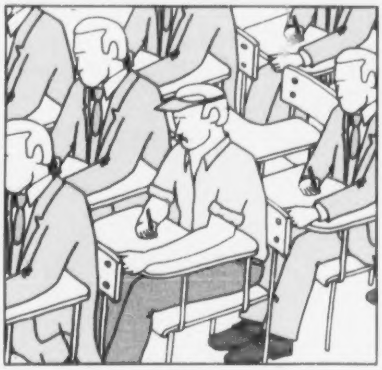

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CHAIRMAN'S CORNER

We must keep up our guard, lest the 'diversity principle' erode

The regional Bell Operating Companies are again challenging the "diversity principle" as they seek to take advantage of their monopoly position and to enter the electronic information services field. Recently proposed legislation could help establish such an unfair business environment.

As you all know, the diversity principle laid down by Judge Harold H. Greene in his 1982 decision states that companies possessing monopoly ownership over telephone communications should not be allowed to own or control the information carried over their monopoly facilities.

Several of the BOCs and AT&T are involved, or plan involvement, in information services that appear to be counter to Greene's ruling.

On top of that, S 2565, introduced in the Senate last summer, would transfer the responsibility of enforcing Greene's decision from the court to the Federal Communications Commission. To date, the FCC has shown little or no support for the diversity principle or for any restrictions on the BOCs. Since that legislation was introduced, ANPA has worked hard to alert Congress to our concerns.

Uzal Martz, president and publisher of the Pottsville (Pa.) Republican and chairman of ANPA's Telecommunications Committee, has proposed to a congressional committee that a statutory ban on information services by the BOCs—and on electronic publishing by AT&T—be enacted to preserve the current competitive environment. Once competition has developed to a point where the danger of monopoly power seems remote, the ban could be lifted, based on objective tests of market dominance and on a determination by the FCC that the BOCs could not use their monopoly facilities to suppress competition. Other safeguards would then be sufficient to prevent anticompetitive conduct by the phone companies.

Alvah H. Chapman Jr.

Sen. John C. Danforth (R-Mo.) embraced much of the diversity principle last month in proposing amendments to S 2565. This is the second time that Danforth has acted affirmatively to support diversity in telephone-based information services. However, the battle is far from over.

Legislation was also introduced in the House during the 99th Congress to allow the BOCs to enter the information-services business. The legislation secured more than 170 cosponsors.

We don't know yet what the future holds for information services, but we clearly recognize the danger that the BOCs and AT&T could pose—by controlling both information content and conduit—to the free expression of ideas by a multitude of voices. ANPA will continue to lead the fight before our lawmakers for a fair and equitable resolution. Your support and advice are always appreciated.

Alvah Chapman

Alvah H. Chapman Jr.
ANPA Chairman and President

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INSIDE: What Makes A Champion?...By Dick Schaap

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Where. Where they read articles and features, including Lloyd Shearer's "Intelligence Report," that are among the most quoted in the world.

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PRINTING SCHOOLS

Despite big demand for graduates, especially among newspapers, enrollment is declining in programs that specialize in printing production

BY ROSALIND C. TRUITT
presstime technical writer

Students at the Rochester Institute of Technology are like most college students these days. With single-minded determination, they want to graduate, find a job and make good money—in that order.

But unlike many graduates who may job hunt for months, diploma in hand, and settle for an entry-level position out of their field, RIT and other graphic-arts majors know something a great many young people apparently do not: The printing industry, particularly newspapers, is virtually begging for trained production workers, college placement offices and newspaper executives report.

Estimates vary, but graphic-arts educators and majors say that each year when graduation rolls around, there are anywhere from two to four times as many printing industry and newspaper production jobs available as there are graduates. That includes production management positions as well as those for the people who operate the equipment.

"Like everyone else, we want our share of good people, and the competition for the best people from the best schools is very heavy," notes Kim Breese, vice president/operations for Dow Jones & Co.

According to the 1986 *U.S. Industrial Outlook*, published by the U.S. Department of Commerce, there are some 53,000 printing establishments nationwide employing about 1.3 million workers. In 1985, an estimated 162,000 of them worked for newspapers.

In 1970, graphic-arts jobs accounted for 48 percent of all newspaper employment. That figure dropped steadily until 1983 when it reached 37 percent. Since 1983, however, the number of new newspaper production jobs has increased about 4 percent annually—a trend that is expected to continue in the near future. Yet, with a few exceptions, enrollment in graphic-arts programs is continuing to decline across the country, as it has for at least 10 years.

Newspapers suffer from a double whammy. If many students never consider the graphic arts to begin with, those who do often perceive other types of printing, from package design to magazines, as more glamorous.

W. Frederick Craig, an RIT associate professor, teaches newspaper design.

"It sounds like commercial printers have done a better job than we have of selling themselves as an exciting profession," says Gene Bell, vice president/production director for the Chicago Tribune. "Newspaper production is exciting these days, and we have a good story to tell. We need to do a better job of telling it."

NEWSPAPER MINORITY. The story doesn't completely fall on deaf ears.

Last spring, for example, RIT graduated 12 students from its Newspaper Production Management program—the largest class since the program began eight years ago. That number pales, however, when compared with an average of 150 students who graduate annually from the school's general printing program and select other printing specialties. (A few newspaper production majors choose other occupations, just as a handful of general-printing majors go to work for newspapers.)

Other large graphic-arts programs report similar figures. At Ferris State College in Big Rapids, Mich., about 40 printing students are graduated annually, and only about one-third choose newspapers. At California Polytechnic University in San Luis Obispo, the vast majority of 80 to 90 graphic communication graduates each year go into commercial printing.

To increase enrollments in its newspaper production program as well as to obtain input on the type of training newspapers want their production managers to have, RIT earlier this year established an advisory committee of newspaper production executives from around the country.

Committee members say they are concerned because trained workers cannot be found to staff certain newspaper jobs. The problem is more acute for smaller papers, because the larger ones recruit more and seem to be more appealing in the eyes of printing-school graduates.

Another concern is that today's newspaper production supervisors average 50 years of age, and there could be problems in filling key positions when the inevitable retirements occur in years to come.

"Newspapers are looking for a different type of (production) person these days—people with strong educational backgrounds," says Bell of the Chicago Tribune. "We want people who have the technical training, of course, but also who have business and other skills essential to the field. The technology is changing so rapidly we need people who can keep up with the advancements."

RIT, whose School of Printing dates back to 1937, founded its Newspaper Production Management program in 1978 because newspaper executives pointed to the need for more college-educated production managers. There are currently about 30 students enrolled, but the program's ideal number is twice that many.

Many graduates obtain middle-management production jobs.

"I'm surprised more young people looking at newspapers don't consider newspaper production," says J.C. McCracken, an instructor at RIT. "On average, a young reporter or editor coming out of journalism school might expect $14,000 to $18,000 on a first job, if they're able to get one. Many of our students leave here with middle-management production jobs that pay $25,000 or more."

Educators and students say salaries generally aren't the determining factor when job decisions are made. If salaries were the only yardstick, more young people would likely choose newspapers. McCracken says 1986 RIT graduates indicated they were offered from $18,000 to $25,000 for entry-level jobs in the printing industry in general while newspapers were paying $23,000 to $32,000 to start in production jobs.

Other schools report their graduates found commercial printing firms and newspapers often paid comparable salaries for beginners, with newspapers paying more in some cases.

So if money's not the problem, why don't newspapers fare better?

Agreeing with the Chicago Tribune's Bell, the head of the Graphic Communication Department at Cal Poly, Harvey R. Levenson, says newspapers "don't do nearly enough to promote themselves as a viable career alternative" to people entering the graphic arts.

Robert Hacker, coordinator of RIT's Newspaper Production Management program, provides a different explanation. "Everybody takes newspapers for granted," he says. "Most people don't understand the complex, high-tech nature of the industry, how many things have to be done to get that newspaper to your doorstep with text and pictures. They (young people) might have taken a tour of the paper once and seen a bunch of guys running around with little paper hats on and working on an ancient letterpress, and they think they know how a newspaper's printed."

Although that's no longer the case in these days of modern newspapering, mere button pushing doesn't suffice either. Robert Stechschulte, head of the Graphic Arts Department at Ferris State, says: "It's

Grads Find Challenge, Satisfaction at Newspapers

Two of the RIT graduates who gravitated to newspaper production, Todd S. Socia and Pamela Ann Bolton, are happy about their career choices.

Socia, who graduated from the school in May 1985, says that earlier in his life, he wasn't convinced newspaper production work was for him. He had worked summers in the pressroom and the mailroom at The Bay City (Mich.) Times where his father was a production manager.

The elder Socia picked up some RIT literature at an ANPA trade show and gave it to his son just as he was to begin his senior year of high school. That helped steer him to Rochester.

When Socia announced his college plans, "people my age would ask me how the hell I could pick newspaper production management. They just couldn't imagine why I would be interested in it."

Perhaps they don't wonder about his career choice any more. At 23, Socia is assistant production manager for The Times-Picayune in New Orleans.

Some high schools offer graphic-arts courses, but "there aren't enough" that do, Socia says. "Students need to know that newspaper production is an exciting field for those interested in technical areas. There's a lot going on in computers and related fields. And things are changing every day, so much so that you can literally order a piece of equipment and find out it's obsolete before it's delivered."

He adds, "I think if more students knew all the areas (newspapers) work in, they'd get involved in newspapers."

In the three years since she graduated from RIT, Bolton has been promoted twice at the Anderson (S.C.) Independent-Mail, where she is now pre-press quality control manager. Bolton says she likes the challenge of working with both people and equipment.

"I learned a lot of theory at RIT, but when I began working here, I really grew up a lot," says Bolton, 28.

She became interested in photography in high school, an interest that soon shifted to printing. In college, her interest in general printing later focused on newspapers, and Bolton says she is happy she made the switch.

"In school, they teach you to be realistic and to work hard. They give you enough general knowledge so that you can be resilient enough to adapt to any change. I want to keep advancing, keep learning so that I'll be prepared when a production manager's job opens up for me someday," she says.

The serious atmosphere at RIT nurtured a strong dedication to the job she now has, Bolton says. "When I went to school there, my education cost $30,000. For that kind of money, you don't fool around. There weren't a lot of outside activities. People didn't go in for fraternities, for example. They were known by their majors, like 'the photography house.' People went there because they knew they'd get the training they needed and, more importantly, because they knew they'd get a job when they graduated." —*Rosalind C. Truitt* more than just pushing buttons. They have to understand the logic behind what happens when you push that button. That's what we teach them. If they don't understand what was going on, how can they fix it when something goes wrong? How can they supervise people who actually work with the equipment?"

SCHOOLS, SPECIALTIES. RIT, Cal Poly and Ferris State are perhaps the best known of the U.S. schools offering a specialty in the graphic arts, but they are not the only ones. The Graphic Arts Technical Foundation periodically produces a list of technical schools, colleges and universities offering courses in graphic communications, and the latest edition contains more than 200 entries.

That number is actually lower than it was a decade ago. Many schools have dropped their graphic-arts programs, according to Jack Simich, education director for the foundation.

The two primary causes he cites are declining enrollments and rising costs of state-of-the-art equipment such as presses, color scanners and platemaking machines needed to prepare students for modern printing.

Staying current on the equipment front is not as much of a problem for the most prestigious of the institutions. Companies frequently donate their products to them, observers note. For example, the Graphic Systems Division of Rockwell International Corp. recently donated a $500,000 Goss Community offset press to Cal Poly.

Courses of study at all printing schools can lead to degrees in a variety of disciplines, including printing technology, printing management, printing systems and engineering, as well as applied computer science and newspaper production management.

Students interested in actual day-to-day production work generally can be trained in two years or less at a community college or trade school.

Although more than 40 colleges and universities around the country offer four-year degrees in the graphic-arts field, RIT, Cal Poly or Ferris State are mentioned most often when newspaper production experts discuss top-quality training.

All three prepare students for graphic arts in general, but RIT has the most extensive newspaper program. Its curriculum includes laboratory training on modern web presses, color scanners, and imaging equipment.

In addition to flexography, layout and design, and ink and color classes, all RIT printing students study labor relations, marketing and business law during a four-year, bachelor of science program. The aim, school officials say, is to give students a broad-based education.

Scripps Howard and Gannett Co. are among those offering scholarship money.

To that end, the 157-year-old institute recently announced an $85-million capital improvement program that includes an $8.5-million imaging science facility, new equipment and a 90-acre research and development park. Corporations, foundations, alumni and others have already pledged $54 million.

At Cal Poly, students earning a bachelor of science degree in graphic communications may specialize in one of four areas: printing management, printing technology, computer graphics or design reproduction.

Department head Levenson says production students put out a complete daily newspaper that carries news supplied by journalism students. Even with that exposure to the newspaper environment most of the graduates each year wind up in commercial printing, he says.

Ferris State differs from the other two schools in that it offers graphic-arts students the option of earning a two-year associate degree in printing technology or a four-year bachelor's degree in printing management. For the associate degree, classes range from photo composition to paper technology, while the four-year program includes technical classes as well as psychology, accounting, marketing and other courses.

The Ferris State printing program has graduated about 2,500 people since its inception in 1950, when the Michigan Press Association found its members woefully short of Linotype operators and asked the school to offer printing classes.

According to Stechschulte, most of the early graduates headed straight for newspapers. But in recent years, commercial printing has held a lure for the majority of them, in part because commercial printing offers them the chance eventually to own their own shops.

SCHOLARSHIPS, STUDENTS. With the notable exceptions of Ferris State and Cal Poly, which limit the number of students they accept, most printing schools must recruit actively to fill chairs in their classrooms, according to GATF.

Some efforts are being made by newspaper companies to make a printing education more appealing.

Scripps Howard and Gannett Co. are among those offering scholarship money for students planning a major in newspaper production.

Many others, including the Chicago Tribune and Dow Jones, which publishes The Wall Street Journal, provide newspaper production internships to students. The purpose is twofold. The internships expose young people to the field, and they help newspapers identify potential hires for the future.

Dow Jones takes its program a step further. Young people are selected for the summer between their junior and senior years. Those who do well in the internship programs receive scholarship money for their last year of study and are seriously considered for jobs when they graduate.

To attract even younger students, GATF places thousands of brochures in high school counseling offices all over the country, explaining graphic arts careers and emphasizing that everything from a soda pop can to a T-shirt to newspapers must be designed and printed. RIT is also producing some slick educational brochures and a video presentation aimed at updating the image of printers.

"We need to change the image of printing in the minds of kids," says Linda Tolan, assistant to the director of RIT's School of Printing and head of the image-changing project. "It's the best-kept secret in the country. We want kids to know that printing is graphic design, computers, engineering and managing people. It's an exciting interdisciplinary career and we spend a lot of time in schools telling kids just that."

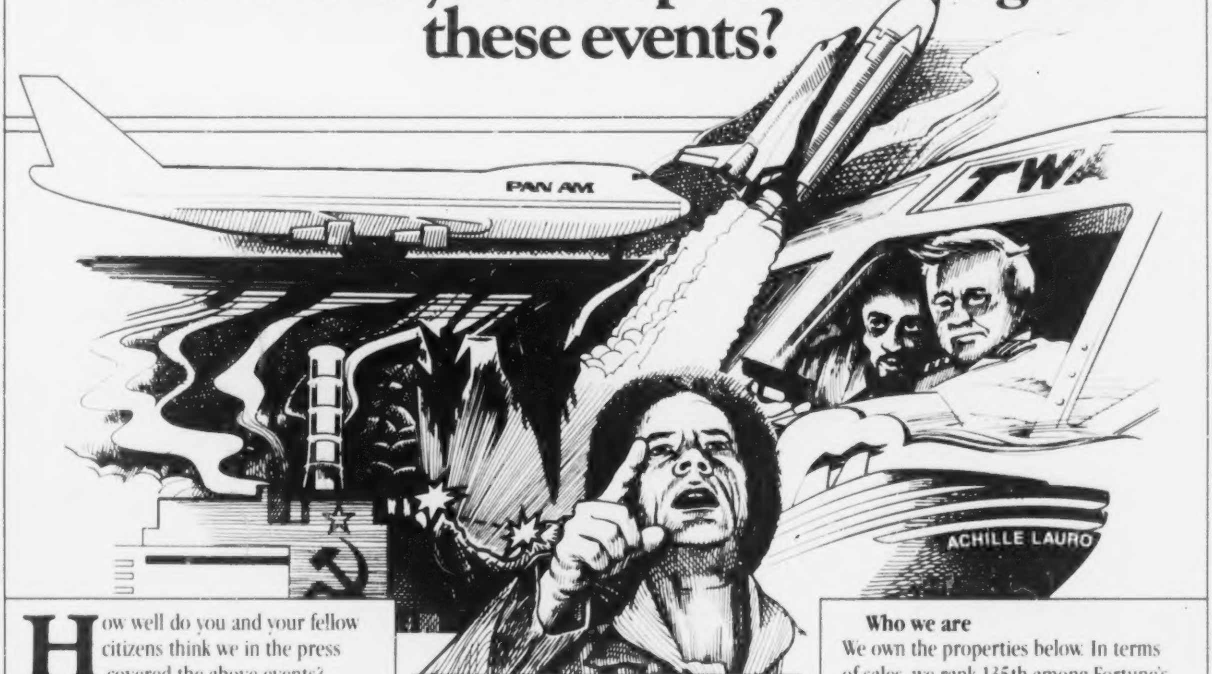
Ferris State students Jeffrey R. Selk and Thomas E. Kennedy are typical of the different kinds of people who are being attracted to printing schools: in some cases, young people right out of high school; in others, older people making a career change.

Selk, 19, traces his interest in printing back to eighth grade when he first learned to print tickets for a school dance. Kennedy, 30, studied music theory previously in college. He says he decided to switch careers after learning that trained printers had little trouble finding jobs.

The schools also report that women and minorities are signing up in increasing numbers. About 30 percent of his current class at Ferris State are women, Stechschulte says. □

"The People & The Press," Part 2

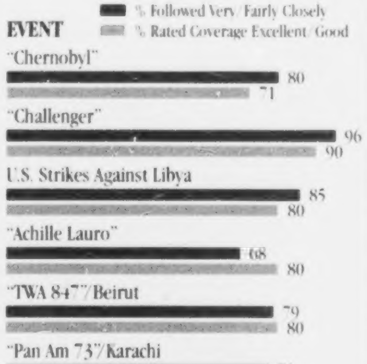
How would you rate press coverage of these events?



How well do you and your fellow citizens think we in the press covered the above events?

As a newspaper-based media company, it's essential that we know. So we commissioned Gallup to find out.

Gallup asked Americans across the U.S. how closely they followed six major events and how they rated press coverage of them. Here are their responses:



(Note: Only those who followed events very or fairly closely were asked to rate coverage of them.)

Other press issues covered, too. Gallup re-asked key questions from "People & The Press, Part 1" to check for changes, then posed 50 questions on press handling of terrorism and news leaks.

We'll detail the findings in subsequent ads. Meanwhile, here are highlights:

Ambivalence about coverage of terrorism. Majorities said press coverage of terrorism was very or mostly satisfactory and in the public interest.

But majorities also said the press gives terrorists "too much" coverage and press coverage "increases the chances of future terrorist acts."

Division over news leaks. Among the 55% who understand the term, half said news leaks serve the public interest, half said they hurt it.

Part 1 vs. 2: No changes. Large majorities continue to like and believe the press and think it supports America and strengthens democracy.

Majorities also continue to think it "favors one side" and is unduly influenced by powerful individuals and institutions.

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SMALL BUT GROWING NUMBER

EDITORS IN BUSINESS SCHOOLS

Positive results are reported by the news executives who have gone back to college to bone up on economics.

BY MARION LEWENSTEIN

Apparently, going back to the classroom—in business schools, at least—is an exhilarating experience for news executives.

A sampling among the small but increasing number who have attended business executive programs in recent years found them more than willing to talk lengthily and enthusiastically about their experiences.

"I've never before spent so much time with such a concentrated group of overachievers," comments Michael R. Fancher, executive editor of The Seattle Times. "The experience was a real 'stretching.' "

Fancher graduated in June with an MBA (master's in business administration) from a special two-year University of Washington Graduate Business School program. It was a heady day: He received the degree—indeed, he was class valedictorian—after a grueling two years of simultaneous work and studies; it was his 40th birthday; and he had just been promoted from managing editor to executive editor.

Explaining the value of what he learned while on campus, Fancher says: "The modern editor needs to represent quality journalism to the community and within the company. He has to know how to translate integrity and quality to financial success." His MBA studies, he adds, are helping him move toward that goal. "I know the right vocabulary now."

Larry Jinks of Knight-Ridder Inc. attended a much shorter Executive Management Program at Stanford University during the summer of 1985. But like Fancher, he found his eight-week experience immensely satisfying.

"I live and work in a corporate atmosphere; I deal a lot with financial statements and participate in business strategies. The coursework helped me grasp all this," says Jinks, vice president for news and operations, Newspaper Division, and senior news executive.

Echoing comments made by all executives interviewed by presstime, Fancher and Jinks say the best part of the business programs was the interaction with other class members, who were generally in the same age bracket and career stage.

"Learning how others solved problems in their business helped me," Fancher says.

Jinks values the interaction for still other reasons: "The concentrated exposure to the viewpoints of so many different business backgrounds and foreign countries was pure education for me." (Typically, a third or more of those enrolled at short-course programs are foreigners.)

THE PROGRAMS. Special business school programs for executives exist at various universities around the country, but best-known are the intensive short-course programs at Harvard, MIT and Stanford. They vary from eight to 11 weeks and cost from about $17,500 to $22,000, which includes tuition, room and board.

These programs require that executives be nominated by their companies, and that the companies pay the cost as well as excuse the executives from operating duties while studying. The course work is geared to top managers. A diploma or certificate is awarded upon completion of the program.

Two of these universities, Stanford and MIT, also have one-year Sloan Management programs aimed at middle-managers. These require full-time attendance for the academic year and, like the short courses, require company nomination and payment of fees. Tuition alone is about $24,000. Graduates of these programs earn a master of science in management.

In addition, about 60 universities offer a part-time, two-year MBA program such as the one that Seattle's Fancher completed.

His participation in the University of Washington program cost the newspaper about $10,000. It cost Fancher huge chunks of work and family time. In addition to full-time residency at the program for one week at the beginning and end of each of the two years, he had to attend classes on alternating Fridays and Saturdays. He also was required to put in 20

Lewenstein is professor of communication at Stanford University and a free-lance writer.

hours a week on course work, which included a one-night-a-week study group.

"The demands of the course work forced me to learn to delegate better on my job," Fancher said. As for his family, he sometimes had to cut back on visits to his children, who live in Oregon, and he and his wife had less time together.

Long, intense hours of study are common to all programs. "I never worked harder in my life," says Knight-Ridder President James K. Batten, who at the time he went though the Harvard Advanced Management Program (1981) was moving from corporate editorial responsibilities to business-side duties.

Batten is credited by other Knight-Ridder executives as having urged them to attend business programs. He explains: "The news business is so draining that it eats you alive. It makes sense to give others a chance to take a deep breath and luxuriate in something different. I got to understand business and business people better as a result of the experience; I want others to get that same background to give them broader potential for the future. That's good for them and the company."

OVERCOMING HOSTILITY. Another experience common to news executives who have gone to business school was encountering classmates who were hostile to the media.

Burl Osborne, president and editor of The Dallas Morning News, and Ben J. Bowers, executive editor and vice president of the Greensboro (N.C.) News & Record, were classmates in the Harvard program in 1984. Osborne says they "sometimes felt besieged" by press criticism.

He and Bowers took advantage of an assignment to devise a class exercise intended to demonstrate some of the constraints under which the press operates. Using a case history of a controversial story, they asked classmates to write just the lead sentence—in five minutes. They collected the leads and redistributed them, giving the executives a set number of characters in which to write a headline based on the lead in front of them, again within a few minutes. The headlines and leads were then projected onto an overhead screen for all to read.

Laughing as he recalls the results, Osborne says half the headlines and lead sentences were libelous, and the other half contained errors or opinions.

"That opened their eyes. From the discussion afterward, you could see that they began to understand that what may be viewed as bias is really just problems of getting news out on time and within limited space," he says.

Though many other news executives also presented formal classroom programs dealing with newspapers, most say the really worthwhile discussions took place outside of class.

"The valuable exchanges took place when you were brushing your teeth (in the dormitory bathroom) next to someone who had a stereotype of the press," said Jinks.

It wasn't just a one-way street, however, with editors content to explain the role of the press. They listened, too. David Lawrence Jr., publisher and chairman of the Detroit Free Press, observes, "I was surprised at the depth and frequency of anger about us."

Walter R. Mears, vice president and executive editor of the Associated Press, who was in Lawrence's class at Harvard (1984), describes how he kept hearing "horror stories" on the first day of class as he went about introducing himself.

Seattle's Fancher says that his classmates said they worried about talking to the press because mishandling of material might cost them their careers.

POSITIVE RESULTS. Has all this made a difference in newspaper content? Osborne

Business Executives Warm to Their Editor Classmates

Newspaper editors make good ambassadors when sent to executive business school programs. A check of some participants in programs attended by editors showed that classmates responded positively to the presence of news executives, although that may not have been the case initially.

Non-news business and government executives in the specialized business programs invariably comment favorably on the personal qualities of those editors who had been their classmates. "Impressive," "great breadth and depth," and "articulate," were commonly repeated descriptions.

As a result of the personal and intense associations that developed through study and living groups, many executives say they came to have a greater appreciation for the role of the press.

Gary Fazzino, Northwest public affairs manager for Hewlett-Packard Co., who attended the two-year MBA program at the University of Washington with Michael R. Fancher of The Seattle Times, says Fancher "was looked to for comments to provide perspective on many issues. Mike helped people to feel differently about news and how it is managed. We saw that he was a top-flight individual—capable, rational, deliberate and sensitive to what others thought."

Kathryn A. Paul, vice president and regional manager of Kaiser Foundation Health Plan in Cleveland, offers these comments about her Harvard classmates, Burl Osborne of The Dallas Morning News and Ben J. Bowers of the Greensboro (N.C.) News & Record; "They saw the world more broadly. Their presence made a difference to the total experience the rest of us had in the program. I had conversations with other classmembers that showed they were mulling over what they had heard from Burl and Ben in class and informally."

A member of the same class, Hugh G. Moulton, senior vice president and general counsel of Alco Standard Corp., Valley Forge, Pa., observes: "My attitude had been that the less I had to do with the press, the better. I now have somewhat more positive feelings, through exposure to such seasoned people."

Still another participant in the Winter 1984 Harvard course, Laurence R. Codey, reports, "I came away with great appreciation for how hard it is to find educated, competent people who can handle many different issues.

"Their presence in the course was important because it showed that they care about the same things we do," says Codey, vice president and corporate rate counsel of Public Service & Gas in Newark, N.J.

One matter that continues to bother business executives is the lack of economics education among the press representatives with whom they come in contact on a regular basis. "It's reporters we hate," says Fazzino of Hewlett-Packard, only half in jest. "We don't hate editors."

For their part, the news executives who have participated in business programs encourage journalism students to get as much economics as they can before graduating.

of Dallas believes it has. “I think that as a result of my experience, there is improved editing at this newspaper,” he says. “We are more careful with details.”

Conceding that they struggled with their studies in such subjects as financial management and economics, the editors uniformly agree that overcoming their limited knowledge in these areas has made them more comfortable in dealing with corporate peers who have more business-side experience.

“I came out of this program feeling that I had skills I hadn't known I had,” remarks Lawrence. “Certainly, I had never supposed that I was going to enjoy my financial management class above all others.”

The return to the classroom has made them better managers, the news executives say, and it has sharpened their analytical skills.

The suggestion to enroll in business school programs usually comes from the most senior management, either within an individual paper or from corporate headquarters. As Batten of Knight-Ridder points out, management is looking down the road, trying to provide itself with greater flexibility by having more highly trained people in place.

Some editors have moved up to publisher or taken on some other operations-side duties since completing one of the programs. All say the course work helped make them more receptive to such moves.

Bowers, for example, says that having gone through the Harvard program has whetted his appetite for considering a publisher's role within Landmark Communications Inc., which owns the Greensboro daily.

Generally, those who were students and their superiors say the specialized programs are best suited for people high enough in an organization to “be where decisions come together.” This may or may not explain the absence of women from those who have attended any of these programs, insofar as presstime could determine.

Among the handful of other news executives who have completed one business program or another is Richard G. High, editor of the Casper (Wyo.) Star-Tribune and senior editor for the parent company, Howard Publications.

High, who may have been one of the earliest editors to return to the classroom at a business school, participated in the one-year Sloan program at Stanford University nine years ago when he was 34. He was editor of Howard's Twin Falls, Idaho, paper when he entered the program and went to the Casper daily after graduation. With a circulation of 40,000, the Star-Tribune is possibly the smallest newspaper with an editor who holds an M.S. degree paid for by management.

“It was wonderful,” he says. “What I learned opened up the realm of business and financial reporting. We're really covering the Wyoming economy here.”

What he learned also has helped him borrow managerial structures from other businesses to improve internal communication, and has helped him develop new marketing strategies.

Lastly, the senior editor for the Howard group credits the classwork for helping him talk to publishers in their language on the corporate level. ☐

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SYNDICATES SERVE SPREADING SMORGASBORD

Striving to accommodate change in the newspaper business, they are broadening the array of columns, comics and other features, and are providing more material for total-market-coverage publications and special sections

BY MARCIA RUTH
presstime staff writer

When America's most widely syndicated columnist asked readers to support passage of the National Cancer Act of 1971, Congress got its single largest flood of mail on any piece of pending legislation. Above the Senate mailroom, piled to the ceiling with sacks of almost a million cards and letters, appeared a sign acknowledging her power. "Impeach Ann Landers."

Still going strong 15 years later, this veteran of 31 years in newspapers continues to get strong reader response to her daily column—about 1,000 letters a day from home and abroad. That's impact any newspaper editor can envy.

Although not all syndicated features command such loyalty, their integral role in newspapers is well-established. And in recent years, these features have been expanding dramatically in breadth and variety even while their overall number, according to the annual syndicate directory of Editor & Publisher magazine, has remained relatively constant. With this change have come new and generally welcomed challenges to both the newspaper editors who select the features and the talented people who create them.

According to an informal presstime survey, most daily newspapers with circulations over 100,000 use about 100 to 150 syndicated features a year, and those with circulations of 20,000 to 50,000 average from 30 to 50. The papers pay anywhere from about $15,000 to $1 million a year, depending on the number they subscribe to as well as on their circulation and competitive position.

Syndication itself dates from the mid-1800s but did not enter daily newspapers in a big way until the early 20th century. Complementing the national and international news report of wire services, syndicates took hold initially with comics and columns.

Beginning in 1895 with "The Yellow Kid," the strip that spawned the term "Yellow Journalism" for outrageous press competition, syndicated comics ranging from the warmly received "Peanuts" to the often-controversial "Doonesbury" have evolved into national and international phenomena. In the column-writing field, like Walter Lippmann and Westbrook Pegler before them, syndicated columnists such as Jack Anderson and George Will wield as much influence as some of the politicians they write about. And features like crossword puzzles, bridge columns and horoscopes are simply enjoyed by millions who have no idea they come from a syndicate many miles away.

But in the past decade, syndicates, like their host newspapers, have changed dramatically. Just as newspapers reached for a broader spectrum of readers with a greater variety of materials for their news columns, syndicates expanded their offerings. In a sense, syndicates have served as caterers at a burgeoning newspaper smorgasbord.

Among their newer offerings are complete sections for newspaper inserts or separate delivery; packages of news and features on subjects such as health, food, travel and families; a wider range of specialty columns on subjects including soap opera digests and advice about sex; graphics—charts, maps, caricatures, etc.; television listings, with or without entertainment news and features; the editorial content of national magazines; information databases; and "one shots" such as free-lance articles and excerpts from best-selling books.

Until a decade ago, syndicates tended to market only what newspapers and independent artists and writers produced.

Today, operating almost like a newspaper editorial department, the larger syndicates also produce or commission

M. C. Valada

Editors are faced with an almost perplexing assortment of choices.

many items they package for sale to newspapers. "Five years ago, certainly 10 years ago, this was not something syndicates did. Now it is among the leading things that we do, the revenue we get and profit we make," says Lou Schwartz, president of the Los Angeles Times Syndicate.

In addition, some syndicates have ventured beyond newspapers; they're into television production, book publication and broadway shows. Many have entered the lucrative land of "licensing," where newspaper comic characters generate sales for everything from toys to T-shirts to telephones.

Two of the largest operations—United Media and King Features—have diversified so much that only about half their revenues now come directly from newspapers. "When we formed United Media eight years ago, we tried to look at ourselves not as a syndicate company but as an idea company that operated across all media," says United's president and chief executive officer, Robert Roy Metz.

With the number of metro dailies shrinking, "we are looking at a market that is essentially static, and if we wanted to survive as a viable business, we had to do some other things," says Metz. "The ones who didn't—who tried to be just producers of columns and comics—have been gobbled up, have gone away."

Exactly how each syndicate works is largely unknown to outsiders. Highly competitive and secretive about numbers, the companies jealously guard their information. Numbers of clients and prices of individual features, for example, are hard to come by—and those that are released are sometimes questioned. "We don't think syndicates are truthful in the numbers they divulge," says Lee Salem, vice president and editorial director of Universal Press Syndicate. Even some published figures are "at best suspect and at worst specious," he says, and because of this, Universal refuses to take part in what he calls "popularity polls."

However, the syndicate business is highly concentrated so far as newspapers are concerned. "We all end up picking from the same sources, and there is a great deal of 'follow-the-leader,' " says Loren Ghiglione, publisher of the Bristol (Conn.) Press.

Despite the listing of about 350 syndicates in the Editor & Publisher Syndicate Directory, data from Feature Research Inc., a Texas firm, indicate that about 90 percent of syndicated material published in U.S. daily newspapers in 1985 came from only eight of them. Seven of the eight are affiliated with major newspaper groups or individual newspapers: Scripps Howard's United Media (encompassing United Feature Syndicate and Newspaper Enterprise Association), The Hearst Corp.'s King Features, News America Publishing Inc.'s News America Syndicate, Tribune Co.'s Tribune Media Services, The New York Times Syndication Sales Corp., Los Angeles Times Syndicate and The Washington Post Writers Group. The sole independent among the big eight is Universal Press Syndicate of Kansas City, Mo.

These companies have grown in two ways—in all cases, by expanding their product offerings; and in some cases, by acquiring other syndicates, such as King's purchase of Cowles Syndicate earlier this year [presstime, April 1986, p. 75].

> *The decline in the number of newspapers is "going to make honest people out of a lot of syndicators. They are not going to get away with foisting 'schlock.'"*

Many people both inside and outside the syndicate business believe the consolidation trend will continue.

One of those is Richard S. Newcombe, president of News America Syndicate, which itself is for sale. "My personal prediction is that by the year 2000, there will only be one or two major syndicates," with major newspapers owning what he calls "boutique" syndicates.

With consolidation have come two counter trends: artists and writers are asserting more control over their material, and editors are being more selective and imaginative about how they use it.

For example, in increasing numbers, artists and writers are switching syndicates or splitting their business between two of them. "In the '40s, '50s and '60s, all the syndicates owned their features. Since then, a great number of the creators have fought hard to gain or regain ownership of their creation, which they should have had anyway," says Newcombe.

"On the other side of the coin, just as the creators want more freedom from their syndicates, the newspaper editors want more freedom" in how they use the material, he says. "There was a time when Walter Lippmann wrote a column five days a week, and [editors] would anchor that column five days a week and that column would never move," he says. "Those days are gone."

Another trend is that "exclusivity"—the restrictions editors placed on syndicates' sale of certain materials to competing newspapers—is losing its hold and changing its focus. Once a battleground for big-city dailies, the exclusivity issue nowadays more frequently pits metro dailies against suburban papers. (See story, p. 22.).

Amid these many developments in the evolution of syndicates, most observers say that the relationship between them and newspapers has improved dramatically, in part because of the increasing number of people with editorial backgrounds who lead and staff syndicates.

In the past, says Metz of United Media, many editors tended to "think of the syndicates as a bunch of guys going around peddling features." Now, particularly with the new services being made available, "it's not a buyer/seller relationship," says Karl Horwitz, president of The New York Times Syndication Sales Corp. and general manager of The New York Times News Service. "It's editor to editor."

Overall, the many changes have left people in the syndicate business optimistic about the future. "There are a lot of people in the [newspaper] industry who claim that the syndicate business is dying," says Dennis R. Allen, president of the Des Moines-based Cowles Syndicate when it was purchased by King Features. But "the future of the syndicate business, from my standpoint, is brighter today than it has ever been," says Allen, now vice president and creative director for King.

At the same time, Allen says the decline in the number of newspapers being published is "going to make honest people out of a lot of syndicators. They are not going to get away with foisting 'schlock,' which you could do when there were any number of newspapers who were gobbling up features. We're going to develop the kind of features newspapers will lust after," he says. "I'm banking on the recognition of quality by American editors."

Gene Pesek Chicago Sun-Times

Ann Landers is swamped by just a portion of the 137,000 letters she received in response to a survey about women and sex.

What the Largest Syndicates Offer Newspapers

	Comics	Editorial Cartoons	Columns & Features	Puzzles & Games	Wires	Magazines	Book Excerpts (yearly)	"One Shots" (weekly)	Graphics & Feature Packages (weekly)
King Features Syndicate	61	5	63	12	—	—	—	—	1
United Media[1]	39	13	70	16	1	—	6	—	—
News America Syndicate	38	9	32	8	—	—	104	30	2
Tribune Media Services	25	11	164[2]	8	1	—	6	occasional	2
Universal Press Syndicate	17	6	39	2	—	—	12-15	1 or 2	1
The New York Times Syndication Sales Corp.	—	2	70[3]	3	12	16	50	20	—
Los Angeles Times Syndicate	7	5	61	4	1	2	52	7	4
The Washington Post Writers Group	3	3	19	—	—	3	1	—	—

[1] Includes United Feature Syndicate and Newspaper Enterprise Association
[2] Including over 120 columns on KNT wire, marketed by Tribune Media Services
[3] Including about 50 columns on wires, marketed by The New York Times Syndication Sales Corp.

CORNUCOPIA OF CHOICES. Beyond columns and comics, many of the new offerings are referred to as "packages," a mix of editorial material that editors can use in a variety of ways to suit individual needs.

In general, the smaller the paper, the more apt it is to use a syndicated package in the news columns of a special section or in a total-market-coverage publication.

One example is "Sunday Woman Plus," a weekly package of 15,000 to 18,000 words of "family-oriented" material. Drawing from a list of about 250 free-lance writers, plus nationally known columnists, the package's editors provide feature stories, celebrity interviews and columns on subjects like health, food, sex, children, the elderly and consumerism.

"We fulfill a need in marketplaces where they simply don't have the staff or the capabilities to do a Sunday magazine or a weekday product," says Merry Clark, editor of the King Features package.

Subscribing newspapers get the raw material along with camera-ready page layouts and color art. Clark says the papers, given four weeks' lead time, are "encouraged" to add local sidebars to national stories, such as a recent four-part financial series on the insurance crisis, home mortgages, two-career couples and personal banking. Newspapers ranging in size from less than 2,000 to more than 300,000 use the package in one form or another, she reports.

A pioneer in the package field, the Los Angeles Times Syndicate now offers them weekly in three subject areas—health and fitness, food styles, and entertainment—and includes related editorial art. Syndicate President Schwartz, a former managing editor of Newsday, oversees a package-producing editorial staff of about 20, augmented by a larger stable of free-lancers. The staff is divided into departments, each with its own editors, copy editors and managing editors.

As is true with King Features' "Sunday Woman Plus," the Times syndicate's packages are used in various ways by various newspapers. For example, Jack Rickman, feature editor of the Houston Chronicle and immediate past president of the American Association of Sunday and Feature Editors, says the Chronicle buys the health-and-fitness package, but "we don't use everything in it."

Other new dishes in the syndicated smorgasbord include: TV guides, magazines, graphics, wire services and "one shots."

- **Television program guides.** With the large number of cable channels now being offered in many locations, the job of providing accurate television listings poses a major headache for newspapers [presstime, June 1984, p. 6].

"In the days when you had five channels, you did it yourself," says Peter Willett, general manager of Tribune TV Log, the Tribune Media Services subsidiary that syndicates television listings.

"It just makes sense that the newspapers would look to specialists to come in and do this kind of thing," says Dean A. Vonetes, vice president and national director of advertising sales for TV Update, United Media's weekly television magazine.

Virtually all daily newspapers obtain their listings through one of these two syndicate companies.

Tribune specializes in customized guides, presenting various combinations of grids, rolling logs and topical lists. Its listings are most often used by larger dailies—over 100,000 circulation—with a combined circulation of about 24 million.

United concentrates on complete TV books, augmenting the listings with syndicate-written text and local advertising sold by the syndicate sales staff. Its TV Update is carried in 114 newspapers—most with circulations between 25,000 and 50,000—with a combined circulation of nearly 4.5 million. Other dailies are among the more than 2,000 publications that get listings alone from United.

Traditionally a difficult area for newspaper advertising sales, TV books and listings have become profit centers for some papers through syndication. Tribune sells small boldface ads that newspapers weave in with their daily and Sunday listings. United provides a complete sales staff that moves into a paper's circulation area for several weeks each year, selling 12 months of ads tailored for each paper's version of TV Update.

- **Magazines.** Although newspapers have long been able to negotiate individually for the right to republish magazine articles, the complete contents of some magazines are now easy for newspapers to obtain through syndicates.

Typically, subscribing newspapers receive the contents transmitted by one of the wire services at the time of publication. Editors then choose whatever they want and place it wherever they like.

A large syndicate can get 3,000-4,000 unsolicited comics and 3,000-4,000 text submissions a year, yet take on only three or four of each.

The largest syndicated source of magazine texts is The New York Times' syndicate, which has staples like Newsweek and U.S. News & World Report; specialty periodicals like Foreign Affairs, Foreign Policy and American Heritage; lifestyle publications like Family Circle and Ladies' Home Journal; and prestigious foreign magazines such as Der Spiegel, L'Express, The Economist, The Spectator, and Punch.

- **Graphics.** Newspapers' growing emphasis on modern graphics has been recognized by many of the syndicates.

For example, Tribune Media Services next year will begin to syndicate PressLink, a graphics network set up by Knight-Ridder Inc. for its newspaper group [presstime, Sept. 1986, p. 12]. The Tribune syndicate will continue to carry the twice-weekly Chicago Tribune Graphics Service, which includes camera-ready charts, maps and other illustrations. Similarly, the Los Angeles Times Syndicate markets packages of graphics from several large dailies.

But United Media and News America put together their own graphics packages. And some syndicates offer special packages, like the caricatures of public figures prepared by Chronicle Features, the syndicate of the San Francisco Chronicle.

- **Wire services.** Major newspapers make their contents available through supplemental wire services, but it is the syndicates that market most of the supplemental wires.

In addition to its own news service, The New York Times' syndicate markets the most domestic wires—The Baltimore Sun, Newhouse Newspapers, McClatchy Newspapers and States News Service—and the most international ones—Asahi News Service of Japan, International Herald-Tribune, Financial Times of London, LeMonde of Paris and El Pais of Madrid.

Other examples include Tribune Media Services, which sells Knight-Ridder's KNT News Wire; the Los Angeles Times Syndicate, distributing The Christian Science Monitor; and United Media, selling Scripps Howard News Service.

In addition to news, such wires also carry features usually obtained one-by-one through syndication. For example, there are more than 120 columns on the KNT wire and about 50 on the wires marketed through The New York Times' syndicate.

- **"One Shots."** News America Syndicate claims the largest selection of materials that editors buy on a "one-shot" basis, as opposed to syndicated materials received on a regular basis. "Our specialty is single articles and two- and three-part series," says Newcombe.

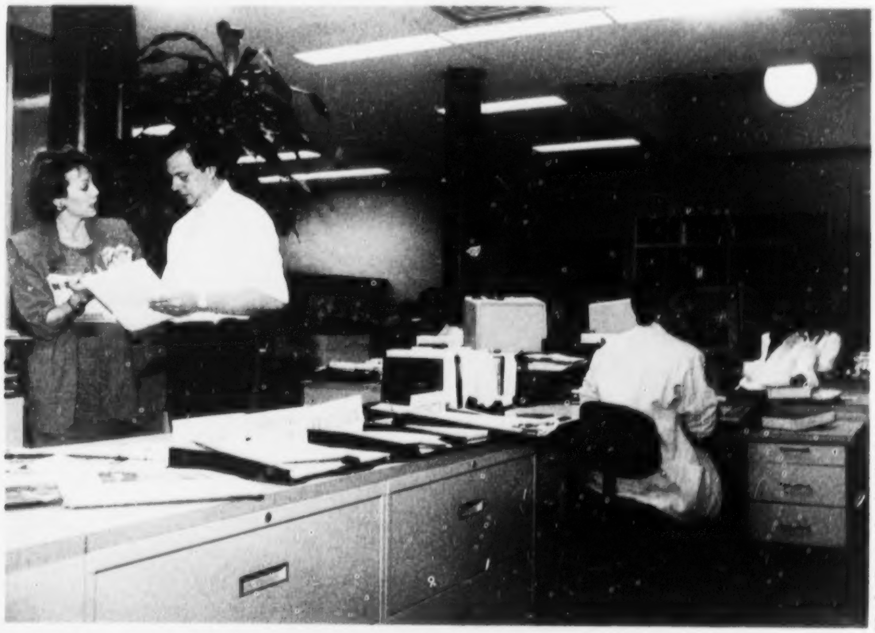
Among the 27 items the syndicate offered for the week of Sept. 22, for example, were a 2,000-word New York Magazine profile of U.S. News & World Report Publisher Mortimer Zuckerman, made timely because of the Soviet Union's detention of his Moscow correspondent, Nicholas Daniloff, and a five-part, 8,000-word series on the Beach Boys, excerpted from a recently published book on the rock group. In order to obtain rights to such exerpts before competitors act, "We pounce," says Anita Madeiros, News America's assistant manager for select features.

From the stable of magazines it syndicates, The New York Times features about 10 "one shots" each week. Editors who do not buy a magazine's entire contents can preview these articles electronically, then pay only for what they actually use. Recent examples are Daniloff's account of his arrest and subsequent release by Soviet authorities (see story, p. 59) and the diary of his wife, Ruth. Both were published originally in U.S. News & World Report.

THE SELECTION FUNNEL. Before a new syndicated item reaches a reader—indeed, even before it reaches the newspaper editor's desk for consideration—it must pass through a lengthy selection process. Few make it through.

With the exception of features developed by syndicate staffs, the new offerings are the product of independent artists and writers seeking syndication. A handful of editors at each syndicate function as the narrow tip of a large funnel, picking one in a thousand. A large syndicate can get 3,000-4,000 unsolicited comics and 3,000-4,000 text submissions a year, yet take on only three or four of each.

People in the syndication business tend to agree with David



Marsha Traeger, Los Angeles Times

Los Angeles Times Syndicate's Julie Benson (left), editor/entertainment news service, and Managing Editor Steve Christensen confer in the LATS newsroom.

Hendin, United Media senior vice president and editorial director, who says the most basic criterion for developing or selecting new material is "to create a feature that cannot be created locally by one person—something that takes either a special person or so much work that it is not worthwhile for a newspaper to do."

Some syndicates seek a wide mix of material; others focus more narrowly.

"Syndicates that are ahead of the game are full-service talent agencies," says Newcombe of News America, which in addition to basic features this year joined the trend to "celebrity" columns by syndicating excerpts from the writings of Pope John Paul II. This new feature now appears in more than 100 newspapers.

Others have a more specialized goal. "My franchise as I see it is the editorial page," says William B. Dickinson Jr., general manager and editorial director of The Washington Post Writers Group. With columnists George Will, Ellen Goodman, David Broder and William Raspberry, he commands some of the hottest properties on the opinion pages of U.S. newspapers from a syndicate whose staff of seven could fit in the front lobby of large operations like King and United.

King is an example of a syndicate that specializes in features with wide appeal. "The ones that last usually have a strong universality," says Lawrence Olsen, vice president for marketing and sales. "We're not interested in a 'Hula Hoop' that whirls in and out," explains the syndicate's comics editor, Bill Yates. "We have strips that we've had for years that are very, very successful and continue to be successful. That's basically what we want."

Some syndicates bravely market new types of features for which skeptics say there is no apparent need. "When we introduced 'Tune in Tomorrow' [a column on soap operas], everyone said, 'Are you crazy?'" says United Media's Hendin. Also disparaged by editors at first were two other United columns—"Miss Manners" [on etiquette] and "Supermarket Shopper" [on coupons]. All three are now syndicated in more than 200 newspapers. "What we're looking for," says Hendin, "are things we think will explode."

At the Universal syndicate editors seek out controversy. As the only major syndicate independent of a newspaper or newspaper company, it was formed in 1970 with the deliberate intention of operating out of the mainstream. "We just felt there was a niche for a syndicate that could take some chances, that could take some risk," says Universal President John McMeel. "We thought we could be a breakthrough company."

Cheryl R. Lucas, The Republican and The American, Waterbury, Conn.

Assistant Scene Editor Ruth Guillet Fields and Pressroom Foreman John Rock of The Republican and The American of Waterbury, Conn., check copies of Tuesday Woman, a weekly, 16-page tab made up almost entirely of syndicated material.

Universal opened with syndication of selections from the Random House book by Seymour M. Hersh on the Vietnam War's My Lai massacre and launched the liberal "Doonesbury" strip within its first year. Universal also syndicates conservative columnists including William F. Buckley Jr. and James J. Kilpatrick.

A few, such as Heritage Features Syndicate, stick to one viewpoint. Affiliated with The Heritage Foundation, its "motivation is basically to have a syndicate for conservative and free-market writers," says Managing Editor Andrew C. Seamans.

For newspapers, this expanding spread of features is an editorial groaning board, and selections must be made.

At most smaller papers, choice reflects the taste of the top editor. "My prejudices come into play," says Richard D. Martin, editor of the Kenosha (Wis.) News (evening, circulation 29,892). And sometimes features are chosen to please a particular segment of the community. "I bought [the comic strip] Cathy, which I hate but I knew women would love," says Martin, who claims that in this case he "overcame" his prejudices through application of a simple test: "Is it on the refrigerator with a magnet?"

Metropolitan dailies often designate one of their editors as "gatekeeper"—a central contact for the syndicates. This person channels promising material to section editors who actually decide what to buy.

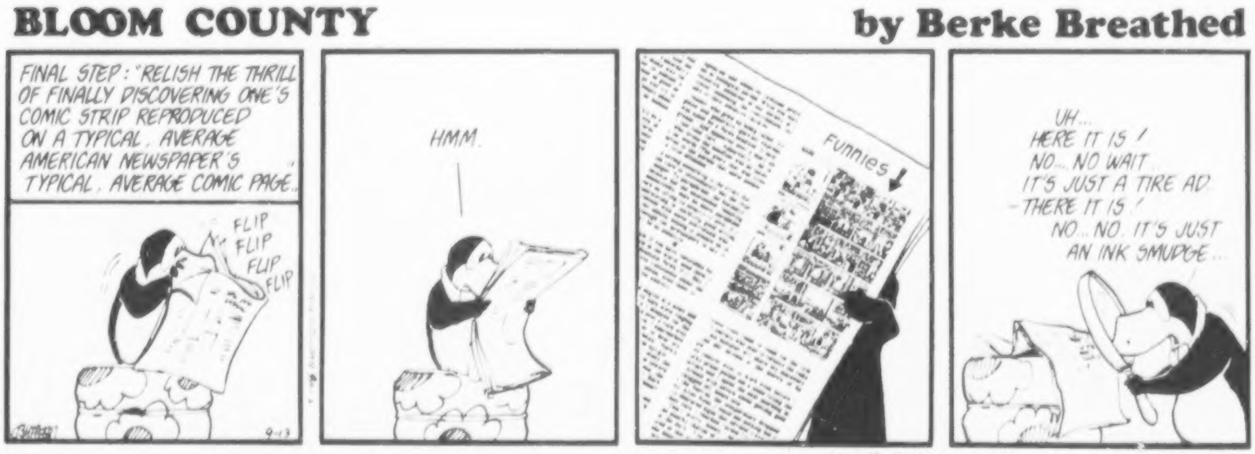
"I don't act as an all-seeing, all-knowing editor," says Greg Lippert, "gatekeeper" at the Chicago Tribune. For instance, he says, "I don't have the expertise to say, 'This is a far better food column than we now use.'"

Lippert, whose actual title is features editor, says he talks with representatives of major syndicates "in most cases several times a week and in all cases once a month."

In general, the papers using the most syndicated material fall in the 100,000-to-250,000-circulation range, says Hawkins of Feature Research Inc.

Perhaps the main reason is explained by Tony Bembridge, managing editor/news features of The London (Ontario) Free Press (morning, 128,695): "I don't think we could do without nationally syndicated material. There are just areas of expertise we can't expect to pay the attention to that a newspaper the size of the LA Times can. Syndication allows you a good marriage between local material and other material."

Editors in competitive markets say they make special efforts


BLOOM COUNTY
by Berke Breathed
FINAL STEP: "RELISH THE THRILL OF FINALLY DISCOVERING ONE'S COMIC STRIP REPRODUCED ON A TYPICAL, AVERAGE AMERICAN NEWSPAPER'S TYPICAL, AVERAGE COMIC PAGE."
FLIP FLIP FLIP FLIP
HMM.
Funnies
UH... HERE IT IS! NO... NO WAIT... IT'S JUST A TIRE AD. –THERE IT IS! NO... NO. IT'S JUST AN INK SMUDGE...
9-13

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to keep up with the syndicates and to try new features that seem to have the potential of being a hit.

"We buy new things, probably more than most, because of competition," says J. Scott Bosley, managing editor for features at the Detroit Free Press. "I used to be [at the Akron Beacon Journal] in Akron (Ohio). There I could buy it I *knew* it was successful. Here if I think it *might* be successful, I'll buy it and watch it," he says. "You don't want to risk making a mistake."

For the editorial and op-ed pages, many editors seek balance. "We're always looking for a fresh point of view," says C. Michael Pride, editor of the Concord (N.H.) Monitor.

In addition to publishing syndicated political columnists on the editorial page, Pride says, "we're looking for different voices" for the op-ed page. What he wants there, he says, is people—syndicated or independent—who are "writing about what's not the top five AP items of the day. I don't want all the items to be about Libya, South Africa, the economy, tax reform. There need to be more pieces reflective of the way people live."

Balance also is a key at The Omaha World-Herald. After "credibility," says Editor G. Woodson Howe, "we look for an

Newspapers Are Asking For Less Exclusivity

One of the most controversial aspects of the way syndicates and their newspaper clients do business involves "territorial exclusivity"—the denial of features to a competing newspaper. There are indications, though, that the situation is easing.

Newspapers "still require territory, but for the most part they are asking less than they did 10, eight, six years ago," says Editorial Director Lee Salem of Universal Press Syndicate. "Where they used to insist on 200 miles, they now ask for 50, but they are still very adamant about what they consider their primary circulation area."

Speaking from an editor's perspective, Timothy M. Kelly of the Daily News in Los Angeles says "there was a time when some newspapers wanted exclusivity over the whole state and adjacent states, but that's been cut back little by little. It's not necessary anymore. In the old days, it was used by one big-city paper against another big-city paper. Now it's the big-city paper against the suburban papers nipping at the heels of the big-city papers."

Editors in the shadow of bigger dailies are most adamant that the practice must cease. Terming exclusivity "a throwback to the Dark Ages of Newspapers," Eugene Cryor, editor of the Fort Lauderdale News and Sun-Sentinel, says he does not claim exclusivity against smaller papers in his circulation area, yet loses features because of syndicate contracts with The Miami Herald.

William B. Ketter, editor of The Patriot Ledger in Quincy, Mass., has often spoken out against exclusivity claimed by The Boston Globe and other large papers [presstime, Feb. 1986, p. 35].

"American newspapers get up on their soapboxes in this country and around the world, and they talk about free access and an open society. And when it comes to the comic strip of 'Peanuts,' the editorial cartoons of Herblock or the commentary of David Broder, they don't believe in this. They believe that business is business, competition is competition, and if you are not the main paper in an area, 'tough luck,'" says Ketter. "I just think it's hypocritical, and I don't know how anyone can talk to me about 'free expression' or 'free press' and then not practice it in its totality."

Although territorial exclusivity has been the subject of several lawsuits, the most frequently cited case is the 1975 consent decree denying The Boston Globe exclusivity in an area where it did not have 20-percent penetration.

Last March, The Tribune in Oakland ended a three-year antitrust action against the San Francisco Chronicle by settling out of court a case many papers hoped would further erode syndicate exclusivity of dominant metros [presstime, April 1986, p. 48]. "I was hoping Bob [Tribune Publisher Robert C. Maynard] would take them to court," says Fort Lauderdale's Cryor.

The March agreement called for a step-by-step waiver of exclusivity by the Chronicle. Initially, the Tribune got three strips. Over the next 15 months, the Chronicle agreed to waive exclusivity to nine more features. And in mid-1987, it will begin to drop exclusive rights to three additional features every six months.

Opinions differ on the implications of the San Francisco-Oakland settlement. It "does not have the force of law," notes N. Christian Anderson, editor of The Orange County (Calif.) Register. But some other editors agree with Kelly that although the settlement is not binding on other newspapers, it is "just one more nail in the coffin of exclusivity." *—Marcia Ruth* equal number of conservatives, liberals and moderates. And we don't want to get too top heavy with people who have 'Potomac fever.'"

Like many editors, Howe is also selective about the columns his paper uses. "We pay for three columns a week, but we won't use any if they're not good," he says. "Nobody has a prior claim on our space, no matter what their reputation."

At the other end of the spectrum, the larger papers usually use a smaller percentage of syndicated material on their editorial and op-ed pages.

The New York Times has none on regular contract.

Newsday has "half a dozen Newsday columnists and half a dozen syndicated columnists, and we use each of them at least once a week," says Senior Editor Eileen Barth.

In some cases, editors use popularity polls and other more scientific methods of deciding which columns and comics to buy or to keep. With comics, the process can be particularly painful because one strip usually must be dropped to make room for a new one—and killing the wrong one can touch off a storm of reader protest.

The selection process often reveals how segmented readership really is. "Readership varies widely, one could even say wildly," says David Starr, publisher of Springfield (Mass.) Newspapers. "The trick is to forecast whether a feature will be attractive for that segment of the population you are interested in."

Post-card polls that rate popularity do not show intensity, which is better revealed in a "drop test." For example, following a recent post-card poll in which many of the 8,000-9,000 respondents gave low ratings to "Robotman," the Rocky Mountain News dropped the strip and got "close to 400 calls in a few days," says Editor Ralph Looney. After restoring "Robotman," Looney says, "the next one we took out we got not a peep."

"The basic issue is one of segmentation," says Philip Meyer, William Rand Kennan Jr. professor of journalism at the University of North Carolina, Chapel Hill. "Editors are hung up on the 'referendum model' and tend to drop the least-read strip. But the least-read strip may be important to an important segment (of readers)."

As described in Meyer's recently published *The Newspaper Survival Book*, there is a growing awareness that comics need to be rated for three different kinds of readership: dramatic serials ("Steve Canyon"), light humor ("Dennis the Menace") and sophisticated humor ("Doonesbury").

Indeed, while some features are aimed for a mass audience, editors select others that appeal to a particular group. For example, when Gary Larson first syndicated "The Far Side," a lot of editors bought the panel knowing the appeal of the "far out" comic was strong but limited to a particular group of readers, says Stuart Dobbs, editor and general manager of Chronicle Features. "We're talking about the newspaper audience being a lot of little audiences."

PRICING: A MOVABLE FEAST. In contrast to the openness with which they tout the many features they offer, the syndicates close the door when the subject turns to costs. As one syndicate president put it when asked about prices, "I'd rather be evasive than definitive."

But some will give ranges. At United Media's United Feature Syndicate, prices go from $5 per feature per week in the smallest newspapers to $500 in the top markets, with the average price about $12-15. United's Newspaper Enterprise Association subsidiary sells packages of various features—primarily to smaller newspapers—with prices also based on circulation.

> *"Having to barter . . . is kind of a waste of time. I would like to know what the going rate for 'Doonesbury' is per 10,000 circulation."*

At the Los Angeles Times Syndicate, Schwartz says "the range for a standard newspaper feature is probably $5 a week—occasionally less than $5—and over $300, depending on the situation." At The Washington Post's syndicate, the average cost of a column is $14 weekly, according to Dickinson.

"One shots" are another story. "Simply because there are so many variables," says Medeiros at News America Syndicate, "I think any kind of a price range would be misleading." They vary in price not only according to the circulation of the paper and the nature of the feature but also according to the feature's length. "If it's a 'how-to' or a routine interview or a travel piece, it would most likely be sold at a regular rate," where the minimum is $25, says Doris Richetti Nolan, News America's director of licensing and select features. "If it's an exclusive, or if the syndicate had to pay a large amount of money for the rights, the price would be escalated," she says. Then "the minimum could be $500 for a single piece."

While pricing for "one shots" is understood to be flexible, the secrecy surrounding even the most routine purchase of comics and columns results in what Editor Luke Feck of The Columbus (Ohio) Dispatch calls "a very sophisticated haggling system."

This process irks some editors. "Having to barter for something like this is kind of a waste of time," says Lawrence K. Beaupre, executive editor of Westchester Rockland Newspapers, White Plains, N.Y. "I would like to know what the going rate for 'Doonesbury' is per 10,000 circulation, or whatever," he says. "There is never a publicly quoted price."

Of the syndicated material he buys, Beaupre says the price falls in the $18 to $60 per feature range for his group of 10 evening dailies totaling 180,093 circulation. But there seems to be little relationship between the quality of a feature and its price, he observes. "How they arrive at those prices is a mystery to me."

For artists and writers, price is more standardized. Syndicates generally split feature sales 50/50, but special deals are common. For example, if an author shifts syndicates, as is happening more frequently these days, the new one may agree to pay a higher percentage for existing clients than for business gained after the shift.

Syndicate executives agree that newspapers of their parent companies typically get first crack at new releases—but no price breaks. Multi-paper purchases by newspaper groups are rare.

BRANCHING OUT. Most syndicates still conduct nearly all of their business with newspapers, but several of the major ones now market some of the same features to other media.

"We continually look at all of the (King) syndicate's characters—that's a real resource—in terms of what can we add and how can we change and how can we make it work in a different medium, and still be true to the property and the creator," says Executive Vice President Bruce L. Paisner.

A recent example is the adaptation of "Flash Gordon," "The Phantom" and "Mandrake the Magician" into a daily network

Gary Fong San Francisco Chronicle

Wright of the San Francisco Chronicle says she always is on the lookout for offbeat material.

television show, "Defenders of the Earth," that began Sept. 29, while the strips continue in newspapers. "Defenders is a classic company-wide project," says Paisner, who is also president of King Features Entertainment, another Hearst subsidiary. "We took comic strip characters, put on a major animated television series, and we have 60 categories of licenses, from toys to thermos bottles."

More familiar examples of non-newspaper syndicate activity are the products that line the shelves at bookstores and novelty shops: books; compilations of columns, comics and other syndicated material into book form; calendars; stuffed animals of comics characters, as well as coffee mugs, stationery, bookmarks and many other items. There have even been Broadway shows featuring the characters from "Peanuts," "Doonesbury" and the erstwhile "Li'l Abner."

FUTURE. In moving to licensing and other enterprises, and in seeking to help newspapers appeal to a wider range of readers, the syndicates are securing their basic survival.

But the number of major syndicates is expected to continue to decline, and this concerns some newspaper editors. "Four or five 'mega-syndicates' are going to control everything that's worth anything. That gives them a hell of a lot of power," says Timothy M. Kelly, editor of the Daily News of Los Angeles. He also fears that "as you get bigger, the tendency is to be less daring."

Similarly, Rosalie Muller Wright, feature and Sunday editor of the San Francisco Chronicle, observes that for her market, "a lot of the syndicate offerings are fairly tepid." Wright, who is the newly elected president of the American Association of Sunday and Feature Editors, says she is continually on the lookout for "the off-the-wall kind" of features.

For their part, however, syndicate executives maintain that some larger syndicates' sheer size enables them to absorb the start-up costs associated with more experimental material.

Most people at both syndicates and newspapers say they expect the assortment of features will continue to grow.

That's good news indeed to some newspaper editors who see a need for additional dishes at the syndicates' buffet.

Many bemoan the current dearth of "liberal" columnists. "I'm looking for one right now," says Pride of Concord.

Others call for adding more women and minorities to the lineup. Newsday's Barth says that most syndicates currently offer one black male and one white woman alongside several white males. "They tell me that op-ed page editors will not buy more than one female or one black," she says. "I'm not sure which comes first, the reluctance to go out and sell or the reluctance to buy. But I think it's a sad commentary on the offerings."

Still other editors identify opportunities for more special features. Syndicates are "very good at delivering syndicated columnists," says Ronald Patel, assistant managing editor/Sunday of The Philadelphia Inquirer, but "they haven't kept up with the times" in terms of some other needs.

Among these, Patel says, are more "real quality reporting" on the entertainment industry that is not gossip. "It's very expensive for an East Coast paper to maintain a West Coast reporter," he observes. After virtually taking over TV listings, syndicates could also provide information about such matters as recordings now available on compact discs, he says.

The Newspaper Features Council, composed of representatives from syndicates and newspapers as well as syndicated artists and writers, may play a leading role in shaping some of these issues in years to come. Executive Director Catherine T. Walker says "we're trying to address the problems of the various groups" on the council. Newspapers, for example, want to know such things as "how an editor at the syndicate picks a comic strip," she says. On the other side, cartoonists have complained about newspapers' increasing tendency to reduce the size of comics [presstime, Sept. 1986, p. 45].

Another widely held expectation is that the means of transmitting syndicated material to newspapers—illustrations as well as text—will become even more computerized, virtually ending the earlier practice of sending features by mail.

On the matter of pricing, some people forecast that smaller papers will have to start paying more to buy syndicated material. "It's stunning to me how low the prices are for newspapers, especially smaller papers in non-competitive markets," says Schwartz of the Los Angeles Times Syndicate. "The top five papers can pay $200 or $300 for a feature, but a paper that is one-tenth their size will not pay one-tenth the price," he says.

Further expansion by the syndicates into the area of licensing is also on tap, observers say.

But no matter how diversified syndicates become, newspapers will remain the heart of their operations. "It all starts with newspapers," says Joseph F. D'Angelo, president of King Features and past president of the features council. Despite the fact that "growth in ancillary areas beyond newspaper exposure is limitless in two areas, television and merchandise licensing," and "income can be *enormous* in relation to what you generate from sales to a newspaper," the syndicate executive says "the difference is *durability*." Whereas the life of syndicated material can be "transitory" in other media, he says, "in a newspaper it can be forever." ☐

A young cartoonist realizes a dream by gaining syndication. See profile, p. 48.

We *Think* Editorial Page

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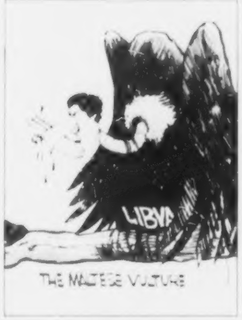

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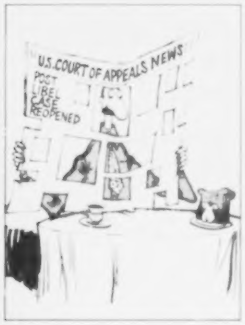

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PUBLISHER POLITICIANS

Although they are less common today than in days of yore, politically active newspaper people spark some ethical concerns

BY MARGARET GENOVESE
presstime staff writer

It's October, and the days before the November elections are dwindling down to a precious few.

John Grey Montgomery, the Democratic candidate for lieutenant governor of Kansas, is in his office in Junction City taking a break from campaigning to tend to some of the business associated with being publisher of Montgomery Publications, a privately owned newspaper group composed of The Daily Union in Junction City and five weeklies in the state.

As a newspaperman running for office, Montgomery is an example of a once-common group that is now, in the words of another Kansas publisher, a "dying breed."

Montgomery is a name that has been linked with Kansas politics, as well as publishing, for three decades. Montgomery's late father, John D. Montgomery, was a two-time candidate for the U.S. House of Representatives, a member of the Democratic National Committee and state director of highways.

"I've sort of grown up around politics," says the current candidate for lieutenant governor, who served on the Kansas Board of Regents before tossing his hat, press pass and all, into the ring.

Kansas has a history replete with such involvement. The late U.S. Sens. Arthur Capper, Joseph L. Bristow and Clyde M. Reed were Kansas publishers. And the revered William Allen White, editor and publisher of The Emporia Gazette, was a legendary political power. A Pulitzer Prize-winning editorial writer, he also was a national committeeman for the Republican and Progressive parties and an unsuccessful candidate for governor.

Similar examples of past political involvement by publishers and editors can be found elsewhere. For example, Patricia L. Dooley, a graduate student at the University of Minnesota, in research completed last year found that of 145 randomly selected Minnesota editors and publishers during 1923-38, 29 had run for elective office. Of the 26 who were elected, 22 retained their newspaper positions; of the four who didn't, only one left the newspaper because of a perceived conflict of interest—and he named his wife editor and publisher in his absence.

Confirming the contemporary trend to lesser political involvement among newspaper people, Dooley found in a 1983 survey of 22 Minnesota dailies that 21 had restrictions on political involvement; 13 flatly prohibited holding office.

The trend is noticeable even in states with such a strong publisher-politician tradition as Kansas. "There is a transition being experienced in our state among many editors and publishers who feel they should not be as actively involved, particularly in the political element," says David L. Furnas, executive director of the Kansas Press Association.

> *"There's been a much sharper restriction on political activity and, to some extent, on civic activities."*

In Kansas, as well as across the country, some newspapers bar political activity from top management down. As Dooley found in Minnesota, many others prohibit news and editorial staffers from engaging in politics or impose other restrictions.

At The Wichita Eagle-Beacon, for instance, W. Davis Merritt Jr., executive editor and senior vice president, maintains that reporters and editors should stay out of political campaigns—to the point of not displaying yard signs or bumper stickers. He is concerned that it creates a public perception of favoritism—a candidate may see them and say, "Hell, the newspaper's parking lot is full of bumper stickers for Jones. No wonder I can't get a break."

Fear of favoritism also prompts some newspapers to restrict involvement of their news employees in community affairs of an apolitical nature.

Although the trend is away from political involvement, politically active newspaper people still can be found in all levels of government, from Congress to the city halls of the smallest communities.

An example of the latter is Rol Hudler, editor and publisher of weekly The Burlington (Colo.) Record and 19-year mayor of that town of 3,200. A newspaper person has "a lot of resources available to you that nobody else has in a small community. . . . That's a real tremendous advantage, and I think these small communities need all the advantages (they) can possibly get," says Hudler. Yet, he adds, "most of my colleagues don't think it's a good idea" to mix publishing with politics.

EVOLVING ETHICS. Del Brinkman, former dean of the William Allen White School of Journalism at the University of Kansas, has witnessed the shift in political involvement among newspaper people. "The roles of both the journalist and the elected official have changed, and they are more distinct," says Brinkman, who is now the university's vice chancellor for academic affairs. "It's part of an evolution that has occurred in society generally. The 'watchdog' function of the press has almost dictated that this kind of separation, so to speak, occur."

John L. Hulteng, long-time writer on press ethics, says the change is relatively recent in origin. Since the 1970s, "there's been a much sharper restriction on political activity and to some extent on civic activities," he says.

Hulteng dates the change to the period following Watergate and the Vietnam War, when the public began to recognize, and express reservations about, the power of the press. That prompted soul-searching among the media. "As this happened, the problems that some of these conflicts of interest posed have been seen more clearly," he says.

While Kansas publisher Montgomery sees no conflict of interest in his statewide candidacy in the Nov. 4 election, he says there is potential for conflict at lower levels of elective office. It is "inappropriate" for a publisher to run for a city or county office, he believes. "It would be too hard to separate the two roles. On a more regional and statewide basis, I don't see the same conflict."

Unlike Hulteng and Brinkman, Montgomery thinks the disinclination of publishers to become involved in politics is driven more by changes in ownership patterns than philosophy. "I think the chains would frown on their publishers running for political office. It takes a certain amount of independence, both financially and time-wise, to do this. I'm not sure the groups would permit them to take the time."

Despite his belief that the dual roles do not conflict, Montgomery asked the editor of each of his company's papers to draw up guidelines for their 1986 campaign coverage. "We have always had the philosophy we should give equal coverage to both parties," he says. Preparing guidelines "just put in writing what we were doing before."

CHAMBER
COMMERCE
Docking
Montgomery

Steven L. Curtis

Campaigning for lieutenant governor, Publisher Montgomery (right) greets Kansas City (Kan.) Chamber of Commerce official Robert Mayer.

MIXING PRESS, POLITICS. Ethics expert Hulteng believes that when it comes to politics, the "conflict of interest problem is so evident there and so great, it doesn't make any difference" what job a person has at the newspaper. "Your involvement in politics creates a problem for (your) colleagues," he says.

Agreeing with that sentiment was a majority of daily newspaper publishers responding to a poll conducted last April by Allied Daily Newspapers, a regional organization for newspapers in the Pacific Northwest. Ninety percent of the 34 respondents said they do not allow top management or newsroom employees to be politically active; and 57 percent said they place limitations on the political activity of non-newsroom employees.

One newspaper with a building-wide prohibition on political activity is The Manhattan (Kan.) Mercury, whose employee manual states: "There is no quicker source of misunderstanding and suspicion in our profession than the area of politics. We must not give any person reason to suspect that our handling of a story, editorial or picture is related in any way to political activity by a member of the staff." Reports Editor and Publisher Edward Seaton: "We have, in the past, terminated employees who opted to be involved in political activities."

Restrictions also are often found in newsroom ethics codes. Two approaches commonly taken are:

- **Prohibiting.** The Trenton (N.J.) Times' newsroom code states that there shall be: "No political involvement by any staffer at any level in a campaign. No political memberships, no bumper stickers, no buttons." Financial contributions must be reported in advance to the executive editor. Even such things as dating a campaign worker have to be reported to a supervisor.

Response to the code, drawn up two years ago by a committee of reporters and editors, "has been very positive because it is a set of guidelines set up by peers, rather that a flat-out set of rules," says Editor Linda Cunningham.

- **Distancing.** Unlike the Trenton daily, the Los Angeles Times does not flatly prohibit political involvement. Rather, its newsroom code says staff members "should not take part in political or governmental activities they may be called upon to cover, or whose coverage they supervise."

As Executive Editor William [illegible] Thomas explains, "There would be little sense in prohibiting a music critic from serving as a school board member." However, he adds, such public service would pose a problem for a general assignment reporter.

The St. Paul Pioneer Press/Dispatch has no written rules barring or restricting political involvement by news staffers. "But they do know that if somebody gets involved or seeks office, we certainly would pull them off of any assignment" related to it, says Editor William R. Finnegan. He recalls two such cases at his newspaper within the past decade, one involving an editorial writer who was mayor of a small community in the area, the other a reporter who served on the local housing and redevelopment authority.

Finnegan, who is chairman of the Ethics Committee of the American Society of Newspaper Editors, discourages staffers from becoming active in politics or accepting government appointments.

CONTRASTING CONTRACTS. One thing that may stop a newspaper from prohibiting political involvement is a labor contract, Finnegan notes. There were contrasting situations this election year at two daily newspapers in Massachusetts.

In the first, a makeup editor for the Malden (Mass.) News served as media adviser for a candidate for the Democratic nomination for the state legislature.

The newspaper's contract with The Newspaper Guild of Greater Boston stipulates that an employee is free to engage in "any activity" outside of working hours provided it does not compete with the company or interfere with the employee's duties. Because of this, Editor Daniel C. Murphy could only ensure that the makeup editor, Richard J. Swanson, did not handle copy about the campaign.

Swanson says he would not have considered the political role if he were still a reporter on the city beat. But as a makeup editor, he saw no conflict. "I get to choose whether to run the Bhopal tragedy in India high up on the page or low on the page—nothing to do with the local issues."

However, Editor Murphy is not persuaded. "Even the appearance of conflict, I think, is important" he says.

In the second Massachusetts case, The Boston Globe used its labor agreement with The Globe Employees Association to force an editor to give up his political activity. The agreement requires prior approval from Globe management before a newsroom employee runs for office.

Edwin H. Damon was a member of the school committee in Ipswich, Mass., when he joined the Globe in 1972. In 1974, he received permission to run for selectman of the town of 11,500 people. Relying upon that same permission, he ran and was re-elected three times. Damon says that after his re-election in 1983, the Globe said he had violated the labor agreement by not getting prior approval that year. The paper instructed him to do so in the future.

When election time came this spring, Damon asked his immediate supervisor, the editor of the Sunday newspaper, for permission to run. "He said he didn't see any conflict, so I took out nomination papers," says Damon, who edits the Sunday paper's "Living" section and the "Fun Pages" for young readers.

"Because of his stature in the community, a publisher needs to be involved in certain appropriate things."

Subsequently, there was a change in Sunday editors, and Damon renewed his request with the new one, who referred him to Alexander B. Hawes, assistant managing editor/administration. Hawes turned him down.

By that time, Damon's name was on the ballot. He told Hawes he would withdraw and announced that fact at a League of Women Voters forum. "As it turned out," he says, "I was elected anyway." He served for a month and a half, until the town could hold a new election.

COMMUNITY AFFAIRS. On the question of whether newspaper people should be involved in other types of community affairs, Hulteng finds it "much harder to draw a neat line." There are eloquent arguments voiced on both sides, he says.

Some editors and publishers argue that civic involvement by the staff is good for the newspaper. "We want our people to be involved in our community," says Gregg Jones, publisher of The Greeneville (Tenn.) Sun. "We believe that they can do a better job in developing contacts and in understanding the needs of the community by actually being involved, and I would dare anybody to find any trace of partisanship on anything but our editorial pages."

"I feel very strongly that newspapermen are also citizens of a community, and as long as a newsman can serve his community in a service capacity and not jeopardize his sense of professional ethics, or compromise them, I see no problem," says James H. Gray Jr., editor of the Albany (Ga.) Herald. Gray serves as president of the local United Way campaign, vice president of the local chamber of commerce, chairman of the board of Leadership Albany Foundation and vice chairman of the board of the local Goodwill Industries agency, among other things.

(Gray does not favor political office for newspaper people, however, even though his father, James H. Gray Sr., served as editor and publisher of the newspaper and, from 1973 until his death in September, as mayor of Albany. "Personally, I had a problem with a newspaperman being mayor of a community, but I reconciled it simply by saying that my father is publisher of the paper and, of course, that makes him more of a businessman than a newsman.")

On the other hand, Finnegan of St. Paul believes editors should take an "arms length" approach to civic groups. "I think an editor certainly can be involved in his church, a Boy Scout troop or something like that. I would begin to draw the line at being the president of the chamber of commerce or chairman of the Boy Scout Council in the area."

Newsroom ethics codes commonly advise employees against taking leadership positions in groups that are potentially newsworthy or doing public relations work for any group. A few newspapers have adopted a policy of public disclosure of civic involvement by staffers.

Unlike in politics, some newspaper people see reason to make a distinction between news-editorial staffers and others in the newspaper when it comes to civic involvement.

Merritt of the Eagle-Beacon suggests that there should be three standards—least restrictive for employees other than newsroom and publishers; most restrictive for newsroom employees; and an in-between category for publishers, who are technically responsible for the entire newspaper, including the newsroom. "Because of his stature in the community, a publisher needs to be involved in certain appropriate things," Merritt says.

Finnegan agrees that publishers tend to be sought after for leadership in the community. They have to come to terms with how they are going to relate their jobs at their newspapers with their civic activities. "I know good publishers agonize over those issues quite a bit," he says.

One publisher who confesses to being "uncomfortable" in his role as civic leader is Seaton of Manhattan, Kan. "Newspapers grow with their communities," he observes. It is "a business function" of the publisher or general manager to be involved in community affairs. "Where it gets to be sticky is where the publisher carries the title of editor-in-chief, which I do," Seaton says.

Currently, Seaton is chairman-elect of the Kansas State Chamber of Commerce. Although he considers his chamber activities—including a recent trip throughout the state stumping for a constitutional amendment to change property assessment methods—a "clear conflict of interest," he believes the organization's work to be beneficial to his newspaper, his company and the struggling Kansas economy. "That's how I'm justifying it." ☐

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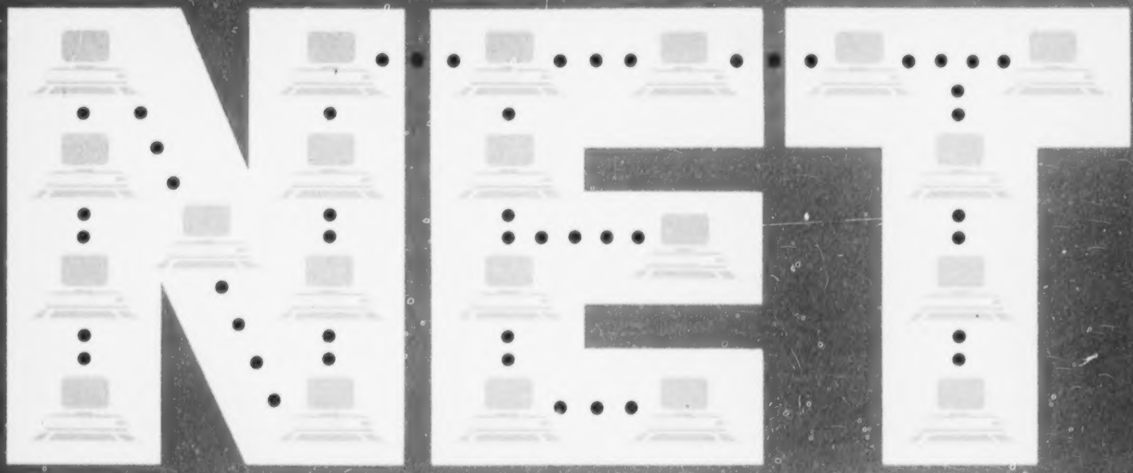

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REHNQUIST'S REALITY

Conservative Bloc Crumbles When Press Cases Reach Court

BY GUIDO H. STEMPEL III

The appointments of William H. Rehnquist as chief justice and Antonin Scalia as associate justice have caused some analysts to suggest that difficult days may be ahead for the press in the Supreme Court.

After all, Rehnquist has voted against the press 77 percent of the time in the 77 First Amendment cases involving the press during his tenure on the court. Scalia, these analysts predict, will vote with Rehnquist most of the time, and that combination will lure other justices with conservative inclinations into their camp [presstime, July 1986, p. 62].

It could happen that way, but a look at voting patterns suggests another possible outcome.

Rehnquist joined the court in the 1971-72 term, along with another appointee of President Richard M. Nixon, Lewis F. Powell. They joined two earlier Nixon appointees, Chief Justice Warren E. Burger and Harry A. Blackmun on the court. This marked a substantial change in the composition of the court, and the impact on press-related cases was soon evident.

In the first three years Powell and Rehnquist were on the court, there were 22 press cases. In 17 of those cases, the four Nixon appointees all voted the same. Furthermore, in nine of those cases, they joined with Byron R. White in a 5-4 decision.

All nine decisions went against the press. Fortunately, only two were major cases. One was *Branzburg v. Hayes*, the case in which the court rejected confidential privilege for news people. The other was *Miller v. California*, the obscene-pornography case. While that decision was significant in its area, it had little effect on newspapers.

The bloc crumbled the next year. There were five press cases, and the Nixon foursome didn't get together on any of them. They split 2-2 on one, and Rehnquist was the sole holdout on the other four.

This is not to say that the four Nixon appointees stopped voting together. In fact, they voted as a bloc 24 times in the 55 press cases in the next 12 years. However, only one of these was a 5-4 vote, and 13 were unanimous decisions.

What has happened is that Blackmun and Powell have pulled away from Rehnquist. Rehnquist voted against the press 77 percent of the time in those first three years and has continued at that pace for the entire 15 years. Blackmun, on the other hand, voted against the press 73 percent of the time those first three years—but only 36 percent of the time since then. Powell, who parted company with the other three four times in those first three years, voted against the press 64 percent of the time. Since then, he has voted against the press 47 percent of the time.

William H. Rehnquist

Warren E. Burger

Harry A. Blackmun

Lewis F. Powell

What this means currently can be seen by looking at the voting since 1981 when Sandra Day O'Connor joined the court. The cases to look at are the ones on which Rehnquist and William S. Brennan disagreed. When they agree, the outcome is assured. There were 14 press cases on which they disagreed in the last five years.

Blackmun, who voted with Rehnquist on 21 of 22 cases from 1971-74, voted with Rehnquist on only four of the 14 cases on which Rehnquist and Brennan disagreed from 1981 to 1986. Powell voted with Rehnquist six times, with Brennan seven times and did not participate once.

O'Connor, who holds views similar to Rehnquist's on a number of issues, voted with him on eight of those 14 cases. John Paul Stevens also voted with Rehnquist on eight of them, while White voted with him on nine and did not participate in one.

There is more than the mere counting of votes to consider, however. Look at what has happened in some major cases. In *Philadelphia Newspapers v. Hepps*, which established that the burden of proof is on the libel plaintiff to prove falsity where there is public interest, Blackmun, Powell and O'Connor joined Brennan and Marshall in this year's 5-4 decision.

Those same five joined in the 1984 decision in *FCC v. League of Women Voters of California* giving public broadcasting stations the right to editorialize.

Blackmun, O'Connor, Powell and Stevens joined Brennan and Marshall in *Bose v. Consumers Union*, the 1984 decision that opened to appellate court review the determination of whether there was reckless disregard of truth in a libel case.

So, while there are other justices who see some issues as Rehnquist does and who might at least be said to have conservative leanings, there is no conservative bloc awaiting the chief justice's call.

While Rehnquist has remained steadfast in his position with regard to the press, Blackmun and Powell have moved to the center. That is where O'Connor and Stevens have positioned themselves, too.

Whether Rehnquist can get more support from these colleagues without changing his position remains to be seen. It may well be that the price for that support will be meeting them halfway. ☐

Stempel is distinguished professor of journalism at the E. W. Scripps School of Journalism at Ohio University, Athens, and editor of Journalism Quarterly. He is a regular contributor to presstime.

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COMPENSATION TRENDS

Newspapers try new ways to reward top performers from the limited pool of money available for wage increases

BY CLARK NEWSOM
presstime labor writer

Slowly, some changes are taking place in the way newspapers compensate their employees.

Pay increases for both unionized and non-union employees traditionally have come once a year as the reward for performing well enough to stay on the payroll and to maintain purchasing power in an inflationary economy.

But a trend toward tying pay to performance—so-called "merit pay"—is gaining momentum, especially in the newsroom.

Newspapers also are using compensation plans that have built-in incentives for outstanding job performance, including paying annual bonuses to employees for helping to meet company objectives.

"Companies are talking about getting away from annual general increases and looking at such things as bonus awards based on team accomplishments," says Michael J. Valenti, compensation and benefits manager at the Los Angeles Times.

Valenti says the Times encourages one-time bonuses for all employees for outstanding accomplishments, particularly in project-related assignments. In addition, he says, "We've redesigned a long-standing incentive-pay program in some of our production departments where excellent performers are rewarded with bonuses."

However, merit pay has run into obstacles at unionized newspapers in cases where the concept involves something other than payments above contractual, top-salary minimums.

For example, at newspapers in Cincinnati and Milwaukee, management proposals for wage increases based *solely* on merit have gone from the bargaining table to litigation. Both cases stemmed from negotiations with The Newspaper Guild over new labor agreements and soon will be the subject of National Labor Relations Board hearings.

At issue is whether an employer wishing to implement a merit-pay plan remains legally obligated to negotiate salary minimums.

The NLRB issued a complaint against The Cincinnati Enquirer based on unfair labor practice charges filed by the Guild. The Advice Section of the NLRB General Counsel's Office is reviewing the case to determine whether a complaint should have been issued by the agency's regional director.

The Guild filed similar charges against The Milwaukee Journal and Milwaukee Sentinel over a company proposal that all pay for editorial employees be based on merit, and that minimum pay rates in the current agreement be eliminated. "Our argument is that they are professionals and should be paid on the basis of merit," says Richard A. Williams, vice president/employee relations director.

A hearing before an administrative law

'Shoe' **By Jeff MacNelly**

YOU DON'T LOOK SO HOT, PERFESSER, WHY DIDN'T YOU STAY HOME TODAY?
SNIFFLE
I HATE MISSING A SINGLE DAY OF WORK.
ESPECIALLY A PAYDAY OF WORK.
MACNELLY

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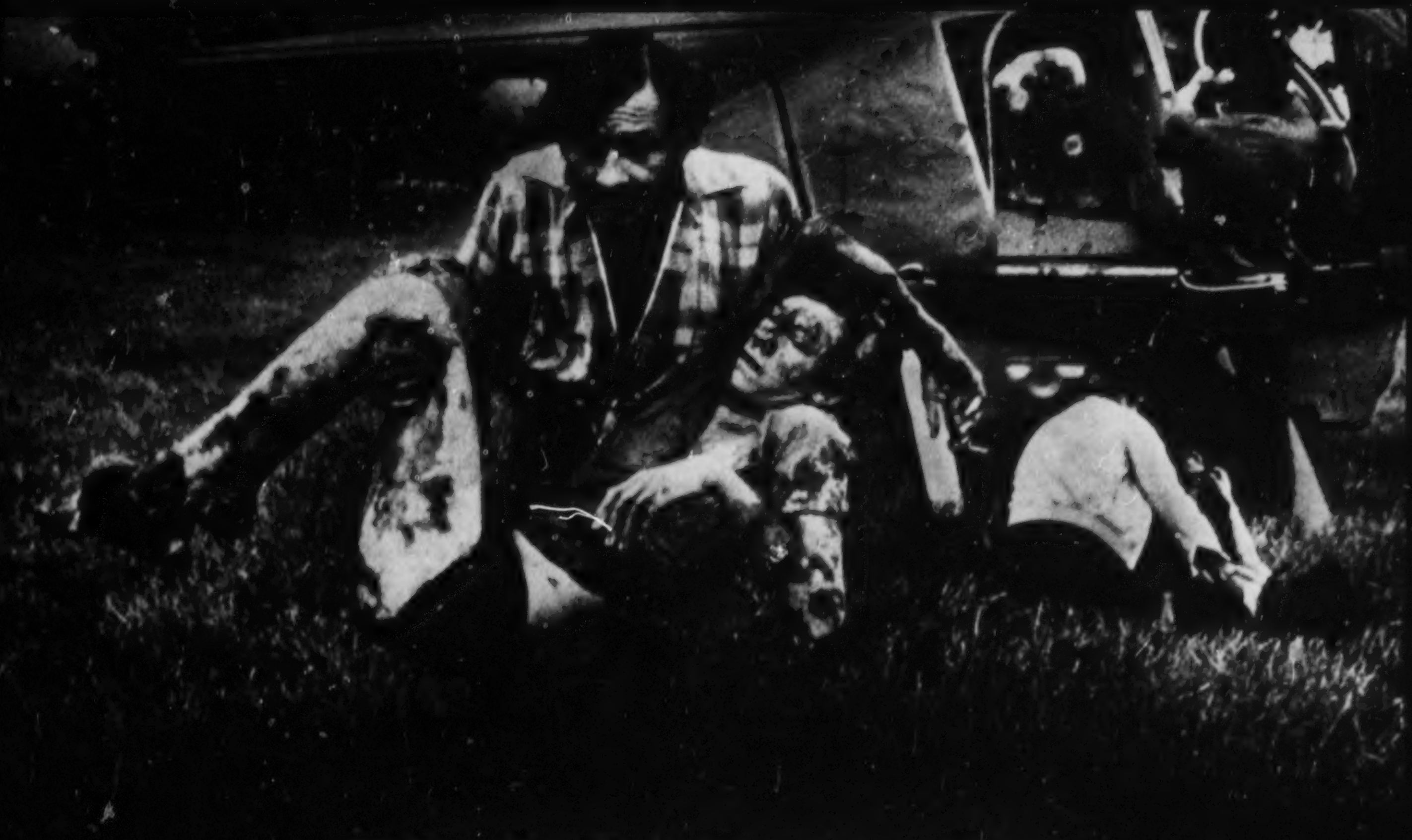

Why do they have to show things like this in the newspaper?

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Yes, this is a grisly picture.

But in a glance, readers understood the enormity of what happened to the White City. No amount of words could equal this image and those that came with it.

It began on November 14, 1985.

Colombia's long-dormant Nevada del Ruiz volcano erupted. Photographers Carol Guzy and Michel duCille of Knight-Ridder's Miami Herald were dispatched to the Colombian town of Armero.

It was known as the White City because of its extensive cotton and rice crops. Now a brown tidal wave of mud, ash, melted snow and rocks had cascaded down the slopes.

Armero was no more.

To get to the scene, Guzy and duCille, along with two Miami Herald reporters, rode for five hours over twisting, fog-covered roads. Then, when the roads ended, they faced a five-mile walk. As they approached Armero, the mud was hip-deep.

Carnage and corpses surrounded them. Throughout the area, the roar of the eruption had been replaced by the quiet of dying.

Only 20 percent of the town's 28,000 inhabitants had survived.

Guzy and duCille sent back gut-wrenching pictures. They knew they'd be painful to print. But from a human perspective, they'd captured the truest pictures of the trauma and the tragedy of Armero. DuCille recalls, "I was shooting close-up shots of a dead baby, and all the time thinking, 'My God, this could be my son.' They were about the same age."

The Herald's pictures and stories about the devastation in Armero created an immediate, compassionate reaction in South Florida. Thousands of Herald readers brought food, clothing and medical supplies to local fire stations. Eventually, twelve truckloads of relief supplies were sent to Colombia.

Carol Guzy and Michel duCille won the 1986 Pulitzer Prize for Spot News Photography.

The Miami Herald had sent two reporters and two photographers 1,500 miles to get the story. A chartered jet had to be used to get the pictures back to Miami before deadline. In all, it was a herculean feat.

By comparison, no other news organization's coverage came close to the Herald's.

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judge in Milwaukee is set for Dec. 15.

According to merit pay's critics, while it may be easy to tell who the stars are and to reward them, the middle level of employees suffers in such a system. "In our view," says Richard J. Ramsey, executive secretary of the Guild's Contract Committee, labor agreements "must have an underpinning of a sufficiently high minimum-salary structure so that all employees are properly compensated for performing work in their classifications."

The Oct. 17 issue of The Guild Reporter noted that the memberships of Guild units at four major dailies—in San Francisco, San Jose and Minneapolis—have voted their bargaining committees authority to call strikes "as the number increases of highly prosperous U.S. publishers mounting challenges to the wage-increase systems" in Guild contracts.

Companies are "looking at such things as bonus awards based on team accomplishments."

Michael J. Valenti

Merit-pay proponents maintain that minimums eat up the wage budget and that high achievers therefore cannot be sufficiently rewarded.

Under a typical merit-pay system, a "merit pool" is established and increases are given on the basis of performance reviews [**presstime**, Aug. 1986, p. 18]. "Merit pay is something a lot of good reporters are interested in," says John B. Jaske, vice president/labor relations and assistant general counsel for Gannett Co.

For the purpose of deciding how to allocate salary increases based on merit, performance reviews are "a valuable management tool" so long as employees clearly understand they are being rated on performance and not on attitude or personality, says Robert H. Giles, executive editor of The Detroit News. Giles initiated a merit-pay program at the Rochester Times-Union and Democrat and Chronicle in 1979 when he was editor there. He says management demonstrated to the Guild "in practice" that the plan was administered fairly.

Several newspapers have negotiated merit-pay programs while retaining basic minimum wages for various levels of experience. An example is the Birmingham Post-Herald, where newsroom employees are represented by a local of the International Typographical Union.

Regardless of the merits of merit increases, people entitled to them may be disappointed next year.

Sibson & Co., a management consulting company in Princeton, N.J., found in a national survey of 750 U.S. companies that they are planning to award merit 1987 increases averaging 5.2 percent—the lowest level in more than a decade. The survey included three newspaper companies.

N. Fredric Crandall, a principal in Sibson's Chicago office, says the conservative budgeting is due to the relatively low level of inflation and uncertain economic forecasts for next year. "A major challenge facing companies is how to recognize and reward outstanding performers and, at the same time, effectively administer reduced budgets," he says.

A broader survey by another management consulting firm, Towers, Perrin, Forster & Crosby of New York City, produced similar results. For the 1,200 U.S. companies in the survey, including eight newspaper firms, merit increases next year are expected to average about 5 percent for both exempt and non-exempt (hourly paid) employees, "regardless of industry and geographic location," says Jill Kanin-Lovers, a vice president and salary management specialist.

INCENTIVE PLANS. With the trend toward smaller merit increases, more companies are looking at alternative pay programs, such as perpetual incentive plans and one-time bonuses, as ways of rewarding outstanding performance. These types of plans have been used for years in many newspapers' "management-by-objective" programs, but now there are instances where rank-and-file employees are being included.

At The New York Times, for example, all outside advertising employees participate in an incentive-pay plan, built around revenue goals, that is approved by senior management on an annual basis. Employees can earn about 40 to 45 percent of their salaries in extra compensation, reports Erich G. Linker, vice president/advertising director. "We're pleased with it and proud of it," he says.

This year, the Milwaukee newspapers began an incentive-compensation plan that applies to all employees. With the first payment beginning in 1987, employees whose divisions achieve 92 percent or more of their operating earnings goals will get a certain percentage of their base pay as a reward.

For example, a division that attains 92 percent of its goal will receive additional compensation totaling 1.2 percent of those earnings to divide among its eligible employees. At 100 percent of the goal, the division receives an extra 2 percent, and at the maximum of 110 percent, it will get 3 percent of its operating earnings to divide among employees as additional compensation.

The plan covers employees throughout The Journal Co. who have a calendar year of service, including part-time employees who work at least 1,000 hours a year. A separate incentive program provides additional pay for executives who have responsibility for achieving the profit goals of a division or unit.

Although bonuses to top executives are commonplace, they are rare among rank-and-file workers. There is "a lot of talk, among banks in particular, about keeping a lid on base salaries and using bonuses to reward people, but there is no flood tide toward that," says Kanin-Lovers of TPF&C.

A bonus is, of course, a lump sum—unlike a salary increase that continues forever. Some newspapers, such as the Eugene (Ore.) Register-Guard, have paid unionized employees a bonus in lieu of first-year wage increases in new labor agreements.

There are newspapers where a reporter receives a bonus for an excellent story, a circulation district manager receives a bonus based on the number of new subscribers and a pressroom crew gets a bonus for newsprint waste savings, according to the ANPA Human Resources Department.

Such arrangements are definitely growing in one area, according to Edward T. Redling, president of a subsidiary of The Wyatt Co., a benefits consultant. "There is a trend toward salary plus some type of bonus arrangement for sales representatives," Redling says. Concurrently, he says, the number of salespeople paid either on a straight salary or straight commission basis is declining. ☐

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WHERE NEWSPAPERS COMPETE

From 502 in 1923, the number of U.S. cities with fully competitive dailies has dropped to less than three dozen. Analysts foresee a continuing decline.

BY GENE GOLTZ
presstime staff writer

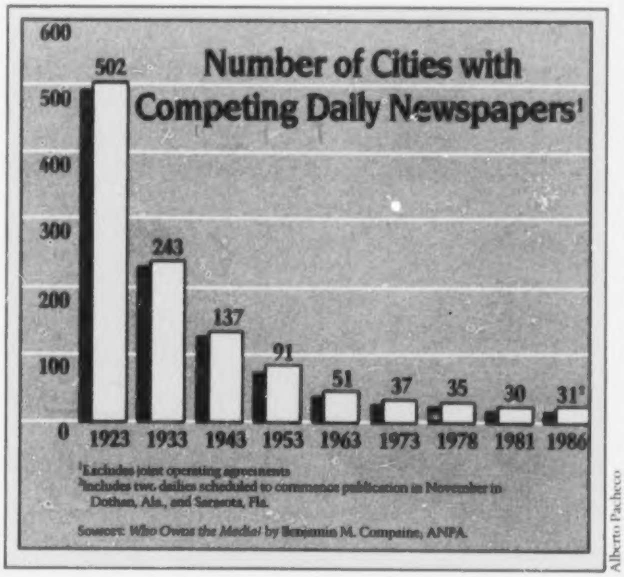
The long-term outlook for head-to-head newspaper competition in most cities is bleak, according to securities analysts who track the industry.

Twenty-nine U. S. cities still have two or more newspapers in direct competition with each other. That number is scheduled to increase to 30 on Nov. 2 and to 31 on Nov. 14 when new dailies are launched opposite existing ones in Dothan, Ala., and Sarasota, Fla.

(The count of competitive papers does not include those with joint operating arrangements, under which the papers compete for news but have common printing and business operations.)

The number has stayed fairly constant over the past five years. In November 1981, for example, there were 30 U.S. cities with competing papers. But a look at the history of intracity competition since 1923 shows a staggering loss of competitive newspapers.

In 1923—before radio, before the Great Depression—502 U. S. cities had two or more competing dailies, according to a Stanford University study cited by Benjamin M. Compaine in his book *Who Owns the Media?* (See chart.) The number had plummeted to 243 a decade later and stood at 37 in 1973.



[1] Excludes joint operating agreements
[2] Includes two dailies scheduled to commence publication in November in Dothan, Ala., and Sarasota, Fla.

Source: *Who Owns the Media?* by Benjamin M. Compaine, ANPA.

Alberto Pacheco

Despite the leveling off in the current decade, analysts say only a handful of cities eventually will be able to support two newspapers.

"We're not sure *any* city can support two profitable newspapers indefinitely," says analyst Bruce Thorp of Lynch, Jones & Ryan in Washington, D.C.

"In all but a handful of cities," says New York analyst R. Joseph Fuchs of Kidder, Peabody & Co., "the economics are not there to support more than one newspaper."

Another analyst, Kevin Gruneich of First Boston Corp., has a theory that competition can survive only where one paper is clearly dominant and the other assumes a secondary position—with fewer readers, fewer expenses, fewer resources and lesser profit. "These (number two) papers may not have to disappear," he says, "but there will be only one mainline paper in town."

He cites Chicago as an example of a viable two-paper city, where the Tribune is the dominant paper and the Sun-Times is in a secondary role. Dallas, which lately has been hurt by a lackluster economy, seems to be moving in that direction, he adds, with the Morning News increasing its lead over the Times Herald.

Leo Bogart, executive vice president and general manager of the Newspaper Advertising Bureau, says a paper can survive as the second paper in a competitive city, but it may have to carve out a special sector of the market.

"There is always an advantage in being the leader," Bogart says. "For instance, if you have the number-one detergent on the market, you will get a disproportionate amount of shelf display from distributors." He says newspapers are no different: When one becomes dominant in circulation, it picks up a disproportionate share of advertising.

Nonetheless, there is hope for the secondary paper, he says. "You can have a viable newspaper with the lesser share. It's not necessarily going to fold."

To make sense out of the sometimes puzzling question of why some cities that should have two papers don't, and vice versa, an examination of several specific cities is helpful.

NEWSY NEW YORK. If there's a city in the country that should support at least two profitable daily papers, most observers agree, it is New York. But the definition of competition there is muddled.

There are six general-circulation dailies there: The New York Times, New York Daily News, New York Post, the Staten Island Advance, the New York Tribune and—the latest addition to Big Apple newspapering—Newsday. (The Wall Street Journal is not included in the count because it specializes as a national financial newspaper.)

The Advance and the Tribune are much smaller dailies, with circulations of 74,296 and about 40,000, respectively. They don't figure significantly in New York's competitive picture.

The major newspaper battle there involves three tabloids—the Post, the News and Newsday, the Long Island daily that in 1985 decided to expand to Manhattan and Brooklyn. (It had previously been making inroads into the borough of Queens.)

The New York Times (morning, circulation 1,035,426) takes 62 percent of newspaper advertising in New York City papers, according to Media Records, with the Daily News (morning, 1,275,268) carrying 31 percent and the Post (all-day, 751,798) getting just 7 percent.

These percentages do not take into account Newsday (evening, 582,388), which runs ads for many big stores located both in the city and on Long Island. The New York edition of Newsday now claims about 110,000 circulation in Queens, Manhattan and Brooklyn.

The betting is virtually unanimous among analysts and newspaper executives that at least one out of the three tabloids eventually will disappear.

Martin Singerman, executive vice president of News America Publishing Inc., the Post's parent company, says, "Something is going to give. But we are in a very strong position corporately."

Analysts say the Post has been losing money. Without denying or confirming those reports, Singerman says, "From a dollar-and-cents standpoint, we did better last year than the year before, and we've done even better this year."

The News America executive says Newsday has made no serious inroads in the New York City boroughs. He concedes that the paper, owned by The Times Mirror Co. of Los Angeles, has increased its circulation in Queens, but considering the total circulation of New York City newspapers, he dismisses the invasion as being of minor significance so far.

"So far Newsday hasn't made serious inroads. Their encroachment is in Queens, adjacent to their publishing area. But they're a formidable publisher with substantial resources, and we certainly are

Dailies Doubling Up in Dothan. Dothan?

Dothan, Ala., may seem an unlikely setting for a war between competing daily newspapers, but it's about to become just that.

On Nov. 2, a former weekly newspaper publisher, 43-year-old Wayne Chancey, will launch the daily Wiregrass Today in the Southeastern Alabama city of 48,750.

Wiregrass Today will be a morning paper, published six days a week. (There will be a combined Friday-Saturday edition.) It will compete directly with The Dothan Eagle, an 83-year-old morning paper that is published seven days a week.

There's also a twice-a-week paper there, the Dothan Progress. Chancey launched that one, too, but later sold it.

If Philadelphia and Baltimore cannot support competing dailies, how can Dothan—and for that matter, five other U.S. cities that in the 1980 census had fewer than 50,000 population?*

"If we had any doubts at all," says Chancey, "we wouldn't start it."

Chancey has just built a 16,000-square-foot building and installed a 10-unit Goss press, three of which have color capability. He has 10 editorial people on the payroll and intends to hire more as the need arises.

Chancey says his first press run will be about 52,000. Initially, he plans to blanket a 14-county area with free Sunday distribution while selling daily subscriptions as well as single copies.

Despite what outsiders might regard as a rather unlikely situation, the fact is, if you're going to start a daily newspaper, there are probably few places as promising as Dothan, according to Sue Cronkite, executive editor of Wiregrass Today.

The Alabama town serves as a commercial center for portions of the Florida panhandle and of southwestern Georgia.

The second fastest-growing area in the state, Dothan boasts plants of Sony, General Electric, Michelin and a number of electronics firms, and has three shopping malls.

Chancey, a 1965 journalism graduate of Auburn University in Alabama, was a reporter for The Alabama Journal in Montgomery before he founded, at the age of 22, the weekly Headland Observer in 1966. He sold that paper and entered the Dothan market by launching the weekly Progress in 1970. In 1974, he founded the weekly Ashford (Ala.) Power and later sold it, too.

Meantime, the Progress expanded to semiweekly publication, and in 1980 Chancey sold it to Freedom Newspapers Inc. with the stipulation that he would not engage in publishing any other local paper for five years.

Chancey says he got a good price for the Progress, and in the five-year interim branched out into a newspaper brokerage business, real estate development, insurance and home-building. Now he's ready to get back into newspapering.

"This is my first daily venture, but I have qualified people on the staff who have been in the daily (newspaper) business all their life. We don't feel money will be a factor in success or failure. It's going to depend on quality and people.

"We're aware of the history of starting up dailies, and we are aware of the odds. But we also know our markets, and we know our people."

Wiregrass Today gets its name from turf in the Dothan area that has the appearance and texture of wire. With his new plant, Chancey was one of the first occupants of a newly built industrial park, with the result that he was given the privilege of naming his own street. It's now called Wiregrass Way.

The Eagle, the other daily paper in town, is owned by Thomson Newspapers Inc. of Des Plaines, Ill. Chancey won't talk about his competition, and Eagle Publisher Marvin Newman won't either. "We're just trying to give our readers the best possible product we can give them, mornings, seven days a week," says Newman.

Newman says his 22,572-circulation paper runs an average of 36 pages daily and 80 on Sunday plus Parade magazine and color comics. With 110 stores in the three shopping malls and the plethora of industrial plants in the area, says Newman, "Advertising has been real good."

If there is a good and growing economic base, high employment and an overall fast-growing area, shouldn't a new, competitive daily be able to succeed in Dothan? Stay tuned.

—Gene Goltz

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*The others are Manchester, Conn.; Slidell, La.; York, Pa.; Cookeville, Tenn.; and Kingsport, Tenn.

One theory is that competition will survive only where one paper assumes a secondary position—with fewer readers, fewer expenses, fewer resources and lesser profit.

watching them very carefully," Singerman says.

Adding an element of uncertainty to the New York situation is the likelihood that owner Rupert Murdoch will try to sell the Post. In March, Murdoch purchased television station WNYW (Channel 5) in New York City, and under Federal Communications Commission rules against cross-ownership in a market, he cannot own both the station and the newspaper. Murdoch obtained a two-year waiver, expiring at the end of 1987, to decide which property to sell.

As for the possibility that Murdoch might decide to sell Channel 5, Singerman comments, "I don't think that's going to happen."

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In such a competitive market, with the Post losing money and the News and Newsday also clamoring for the advertising dollar, the question is: Who might buy the Post? Speculation in some quarters is that if Murdoch cannot find a buyer, he may simply fold it, leaving Newsday and the News to battle it out.

There is an outside chance, some observers say, that Murdoch, lacking a buyer, would be allowed to continue publishing the Post rather than having the FCC be put in the position, in effect, of abolishing it.

John E. Dunleavy, assistant to the publisher at the Daily News, says: "Whether there is room for all three (tabloids) is a matter of opinion and conjecture. If there is room for less than three, the News expects to be one of the survivors."

In early October, giant retailer Gimbels closed its 11 stores in metropolitan New York, causing a loss of $10 million in annual advertising revenue for the Daily News. Alexander's, the paper's largest advertiser, is expected to close its main store on 59th Street after Christmas 1987. Another store, Ohrbach's, has announced it will close early next year.

The closings are a blow, Dunleavy acknowledges, but he says the paper has made a big effort toward attracting smaller advertisers. With its million-plus circulation, the News has plenty of readers—that's not the problem. Analysts say the problem is many are blue-collar readers—not the type many advertisers want to reach.

In the past few years the News, owned by the Tribune Co. of Chicago, has seesawed between prosperity and disaster. In the recession year 1982, it lost $14 million, rebounded for a record profit of $20 million in 1983, dropped back to somewhere between $5 million and $10 million profit in 1984 and cleared about $3 million in 1985, according to estimates by analyst Thorp. Union leaders have said Publisher James Hoge told them at midyear the paper lost $1.3 million the first quarter of 1986.

Dunleavy says the News is improving in many ways. It has expanded news coverage, adopted a new format for its Sunday magazine and expects "to meet the competition in New York by making a better newspaper." He concedes, though, "It is still too early to claim success."

Dunleavy agrees with the Post's Singerman that Newsday has not affected the other tabloids—yet. "They made their big move in Queens. To date, they have not made much of an impact either in circulation or in advertising revenue. It's not significant at all."

LOCAL LOS ANGELES. While Los Angeles is "a big-city megalopolis," as analyst Fuchs describes it, LA is surrounded by more than two dozen suburban communities, each of which has local interests and has carved out market segments. The situation has not proved conducive to success for the number-two paper there.

While the Los Angeles Times (morning, 1,088,155) is fat and prosperous, the a.m. Herald-Examiner has lost money for at least 19 years and has shown little sign of getting permanently into the black.

John J. McCabe, the Herald-Examiner's general manager and chief operating officer, says that although the profit-and-loss statement is proprietary information, "It's pretty safe to assume the paper is losing money."

The Hearst Corp.-owned Herald-Examiner became mired in a no-win situation when it endured a disastrous six-year strike, which began in 1967. The paper continued to publish, employing nonunion help, but by the time the unions gave up the struggle, the paper had seen its circulation drop from a high of around 750,000 to 230,000.

For the six-month period ending Sept. 30, the Herald-Examiner reported an ABC-audited circulation of 241,454, an increase of nearly 5,000 from September 1985. "We're in there chipping away and struggling," says McCabe, and analysts agree there is no sign that Hearst has any immediate intention of giving up the battle as it did earlier this year when, unable to find a buyer, it closed the Baltimore News-American.

Ringing the Los Angeles area and draining a respectable share of the market are The Orange County Register of Santa Ana (all-day, 300,985), flagship of the Freedom Newspapers group; the Long Beach Press-Telegram (all-day, 128,684), a Knight-Ridder paper; and the Van Nuys-based Daily News of Los Angeles (morning, 148,133), owned by multimillionaire Jack Kent Cooke. They represent three formidable

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reasons why Los Angeles, huge as its population is, cannot support two profitable urban newspapers, says Fuchs.

In addition to those newspapers with six-figure circulation, there are 15 dailies in Los Angeles and Orange counties alone with less than 100,000 circulation each, "and hundreds of weeklies," says Patricia LoVerme, marketing research manager for the Los Angeles Times.

If there's a city in the country that should support at least two profitable daily papers, most observers agree, it is New York. It now has six of general circulation.

ANCHORAGE AWAY. Many cities with populations similar to Anchorage's—about 200,000—have no hope of supporting two competing newspapers. Yet the Anchorage Daily News and the Anchorage Times are locked in fierce competition, and executives on both newspapers say the city can support both—although one and possibly both are losing money.

Says William Hofer, general manager of the Times, "When you ask me whether Anchorage can support two newspapers, I would respond, certainly. Our income level is second or third in the United States, and the educational level of our residents is right up on top."

Howard Weaver, managing editor of the Daily News, observes that a greater percentage of residents there read newspapers. Surveys by Belden Associates show that 83 percent of adults in Anchorage read at least one newspaper and 30 percent read both.

The Daily News was virtually out of it as a business enterprise in 1976 when the paper won a Pulitzer Prize detailing influence of the Teamsters union on Alaska's economy and politics. The Pulitzer notwithstanding, the paper had to lay off 40 percent of its staff that year.

Katherine Fanning, who had founded the paper with her husband, Larry Fanning, in 1967, traveled to Sacramento in 1979 to ask C. K. McClatchy, president of the McClatchy Newspapers group, for money to tide the paper over. Instead of a loan, McClatchy bought the paper, gave Mrs. Fanning 20-percent ownership (her husband died in 1971) and embarked on a spending binge that has resulted in the Daily News' leading the Times in both circulation and advertising. ABC figures show the a.m. News had 53,169 weekday circulation last March 31 and 64,545 Sunday, compared with 40,029 daily and 50,070 Sunday for the p.m. Times.

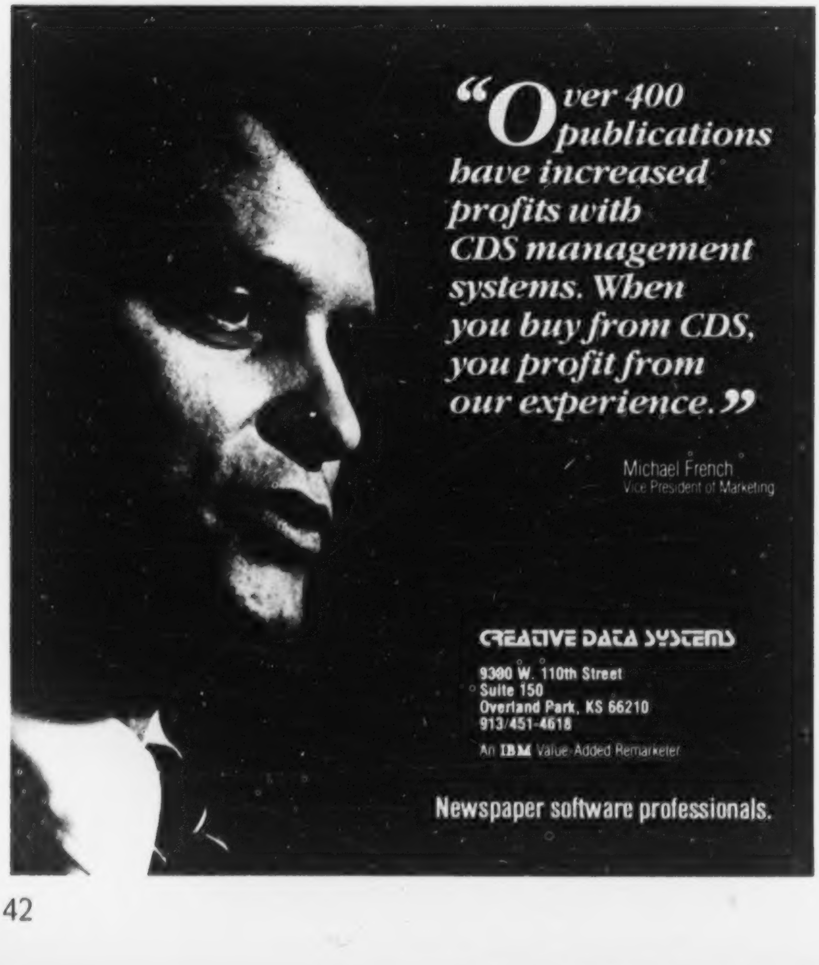
Erwin Potts, executive vice president of McClatchy Newspapers, says the Daily News had one profitable month in May, but "we are not running in the black now." He says the depressed economy owing to the low demand for oil has caused the paper's advertising to decrease 25 percent from the level of a year ago.

But Potts says the rival Times suffered an even steeper decline, and as a result, the Daily News has increased its share of newspaper advertising in the Anchorage market to 60 percent.

Times General Manager Hofer says he can agree that the News has nearly 60 percent of the advertising, but he contends both papers slipped equally—about 25 percent—from last year because of the slumping economy.

Asked whether the Times is currently making a profit, Hofer says: "It becomes exceedingly difficult when you have a competitor that doesn't give a damn (about profits). As far as I'm concerned, this war is just beginning. The Anchorage Times has had 72 years of history. We've served Anchorage and Alaska long and well, and we certainly intend to do that some more, regardless of whether McClatchy's here or not."

Hofer says, nevertheless, that the competition has a beneficial side. "The advertisers and readers get a better product, and that is a plus for the marketplace. Too many markets are down to one newspaper and . . . I have seen a lot of newspapers not putting out too great a product." ☐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Los Angeles Times
A Special Kind of Journalism

Only a Few Papers Carry on Sunday-Only Legacy

BY GENE GOLTZ
presstime staff writer

"During the last few years a new class of newspapers—partly literary, partly gossipping, partly silly, partly smart, partly stupid, partly namby-pamby—have grown up from the lowest and most sickly state to a point of some consideration in certain portions of society not much beyond the limits of the city. We allude to the Sunday Newspaper Press."

Thus did the New York Herald in 1844 refer to a phenomenon in America, the newspaper that was published only on Sundays. In 1852, Philadelphia alone counted 16 of them.

But as daily newspapers expanded into the Sunday market, most of the Sunday-only operations succumbed. Today, there are only a handful of such papers in the United States.

Three of the remnants of what was once a trend in American newspapering are published in Pennsylvania, where the tradition of Sunday papers was so strongly evident in the mid-19th century. They are the Sunday Independent of Wilkes-Barre and The Sunday Dispatch of Pittston, communities that are a scant eight miles apart; and The Sunday Grit, which is published 70 miles to the west in Williamsport.

The Sunday Independent is one of three newspapers in the fiercely competitive Wilkes-Barre market. Yet with Audit Bureau of Circulations-verified circulation of 64,934, the Independent prospers as it has for three generations.

Founded 80 years ago, it has always been in the Heffernan family of Wilkes-Barre. The current editor and publisher is Thomas F. Heffernan II, who also writes a sports column for the paper.

Despite its weekly publication schedule, the Independent pays for the daily AP wire and AP LaserPhotos at regular rates. The paper also carries King Features, United Features and other syndicated material, including color comics.

The Independent, which constructed a new building in 1976, employs 10 full-time editorial people and has about 60 employees altogether, says Tom Huntington, managing editor.

Printing the paper's five sections takes place over four days. Because the paper has a union shop, it can't compete with non-unionized local printers for most job printing, Huntington says. Thus, the Independent's Wood letterpress press lies idle the rest of the time.

Nonetheless, says Huntington, "This paper is thriving. We are a good newspaper." A recent issue ran 88 pages plus six pages of comics, Parade magazine and 10 preprinted advertising inserts.

Best of all for the Independent, it has Wilkes-Barre's Sunday market entirely to itself. Neither of the city's two morning dailies—The Times Leader and the Citizens' Voice—publishes on Sunday.

One reason for this is the bitter competition between the two dailies. The Citizens' Voice was founded in 1978 as a strike paper after Capital Cities Communications purchased The Times Leader and negotiations over new labor contracts reached an impasse [presstime, Sept. 1985, p. 30].

Newspaper analyst Bruce Thorp says that given their money-losing past and the area's depressed economy, the Wilkes-Barre dailies are not likely candidates to launch a Sunday edition.

This is true even though Sunday newspapers in many markets are so profitable that they represent 25 percent of a daily's total earnings, says Thorp, who is with the brokerage firm of Lynch, Jones & Ryan in Washington, D.C. Overall, Sunday newspapers have been the fastest-growing segment of newspaper publishing in the United States, having increased from 586 in 1970 to 797 in 1985.

Bill Thompson, associate editor of The Times Leader, says the previous ownership tried to establish a Sunday edition in the early 1970s. "I understand it was put together rather hastily," says Thompson. The edition failed to take hold and was folded.

He says starting a Sunday paper is a subject that has been discussed several times since Cap Cities acquired The Times Leader, and it "is always on the table."

But the strength of the Sunday Independent is well-known, Thompson says. It "has made itself pretty much of a habit. It's had Sundays so long it would be quite an undertaking" to compete against it.

Robert Manganiello, general manager of the labor-subsidized Citizens' Voice, says, "We're certainly not looking in that [Sunday paper] direction. Quite honestly, we've got enough to do to put out a daily."

The second-largest of these Sunday anomalies, The Sunday Grit, is owned by Stauffer Communications Inc. of Topeka, Kan. Although the company also publishes a national Grit, circulation about 660,000, The Sunday Grit is a separate, regional publication. It is a broadsheet paper with a circulation of about 30,000 in 14 counties in north-central Pennsylvania, with Williamsport as the hub.

SUNDAY INDEPENDENT
22 Killed in Synagogue Att

Heffernan (left) and Huntington look over a recent issue of the Wilkes-Barre paper.

The two Grits have separate advertising and circulation staffs, but the same editorial staff that prepares national stories for the national edition handles local copy for The Sunday Grit, according to Executive Editor Michael Rafferty.

Founded in 1884, two years after the National Grit, The Sunday Grit contains wire-service as well as staff-written articles.

The tabloid national Grit is folded inside the Sunday paper, so the Sunday subscribers in Pennsylvania get both papers.

With the Aug. 24 issue, The Sunday Grit began printing a color-comic section on its offset press. It also uses at least one process color photo on the front page of each issue and carries additional color in the paper's four separate sections—news, sports, people and business/classified.

Unlike the Wilkes-Barre paper, Grit does various kinds of job printing through the week. In addition, Grit Publishing Co. operates an independent Commercial Printing Division that produces shopping supplements, brochures and other products.

The Sunday Grit enjoys a circulation area that is relatively free of direct Sunday competition. The big cities are far away: Philadelphia is 164 miles to the southeast, Pittsburgh is 200 miles southwest, and both Harrisburg and Scranton are 86 miles away. The daily Williamsport Sun-Gazette does not publish on Sunday.

"There are no (other) Sunday papers per se in our area," Rafferty says. The paper gets a general variety of run-of-paper local ads, he says, but very little national advertising.

In Pittston, meanwhile, The Sunday Dispatch also continues to be published on Sundays only, as it has been since 1947.

Although Pittston is a town of just 10,000 population, the paper boasts a circulation of about 15,000. Sunday Dispatch Editor John W. Watson notes that in the densely populated area around Wilkes-Barre and Scranton, there are 35 incorporated towns, and it's almost impossible to tell where one starts and another ends. Watson says his paper circulates in an area of 55,000 people, including all 35 towns.

The Watson family acquired the paper in the early 1960s, and John Watson's father, William A. Watson Jr., is the current publisher.

The Sunday Dispatch differs from the other Sunday-only publications in one major way. It has no wire service. The paper carries all local news, with six editorial employees counted among the 25-member staff. The press run does not start until midnight Saturday in order to include the latest possible breaking news, Editor Watson says.

As dailies expanded into the Sunday market, most of the Sunday-only operations succumbed.

The Pittston paper during the week also does job printing, including the weekly paper of the local Catholic diocese.

The Scranton/Wilkes-Barre area where The Sunday Dispatch competes also has eight other weekly or daily and weekly newspapers (including the Sunday Independent and two other Sunday papers), a dozen shoppers, three magazines, and numerous broadcast stations, says Watson. And this is in an area known as the Rust Belt, where most of the coal mines and railroads that had been the backbone of the economy ceased operations long ago.

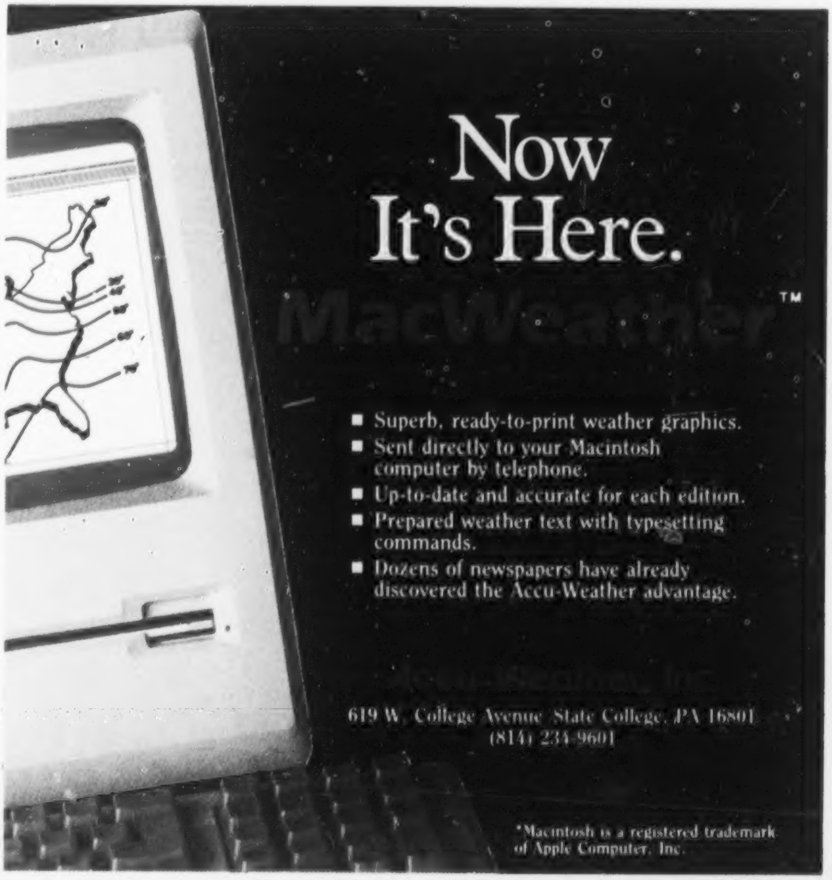
Despite the loss of heavy industry, the area has a considerable amount of other commercial activity. And the paper, like its Wilkes-Barre neighbor, is thriving, Watson says.

There is also a Sunday-only, paid-circulation newspaper in Massachusetts—the 13,500-circulation Sunday Post of Lynn, a Boston suburb where the Daily Evening Item is published weekdays.

Founded in 1959, The Sunday Post is a paper of record that routinely carries announcements of births, engagements, deaths, in addition to a full local news report, according to Editor Arthur J. Belleville.

The existence of the Pennsylvania and Massachusetts Sunday-only papers raises the question of whether the concept could work in other areas.

Analyst Thorp doubts it. He cites high start-up costs, a newcomer's lack of a circulation list and almost-certain competition from big-city Sunday editions. Thorp says that offhand he can't think of a place in the United States where there is a crying need for a Sunday-only paper. ☐



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When Covering College Sports, Many Papers Are Cheerleaders

BY CREED C. BLACK

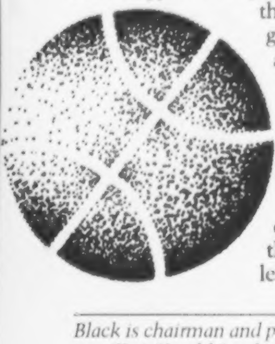
Another autumn brings the return of that colorful spectacle called college football—sunny Saturday afternoons, vast stadiums filled with happy throngs, hyperactive cheerleaders, festooned marching bands, pompoms, tailgate parties and, of course, the young gladiators known as "student-athletes."

And then, long before the last touchdown of the season is scored, college basketball makes its entry in packed arenas filled with their own brand of hoopla and razzle-dazzle and with another set of those "student-athletes."

These annual pageants not only quicken the pulses of sports fans, they also brighten the national scene from coast to coast and enliven our newspapers.

Unhappily, however, there's another side to this slice of Americana. The New York Times described it—accurately—as "the sordid underside of college sports" in reporting on the series my paper did last year on payoffs to University of Kentucky basketball players. And columnist George Will, deploring the academic neglect of the athletes who are the center of all the frenzied attention, wrote recently in Newsweek—again accurately—that "big-time college sports are a continuing scandal, corrupting and exploiting."

They are indeed. Those who want to think otherwise may argue that a few rotten apples are spoiling the barrel, but the record of transgressions in both areas—payoffs and academic failure—is too overwhelming to permit such a comforting conclusion.



There isn't enough space in this magazine, much less this article, to recite even the recent history of those transgressions. But on the assumption that anyone reading a newspaper trade journal also reads newspapers, that should hardly be necessary. Our editors in Lexington put together a year-end review of the events of 1985 alone that supported in painful detail their introduction to the article:

Creed C. Black

"On the playing field, it was competition as usual. But off the field, each month's news brought more tidings of scandal. Taken as a whole, the year's events left a growing realization that cheating on NCAA rules is out of control."

And the record of 1986, if anything, has been even worse.

On the basis of our experience, however, it seems fair to say that this is a story many newspaper readers don't want to see—particularly if it involves the home team. Much of the public outrage our series produced was aimed not at the news of the payoffs but at our treachery in printing it. Investigating irregularities at City Hall is one thing, but digging into such a revered institution as UK basketball is something else again. Why mess with something that's supposed to be fun and games in a world that already has enough to worry about?

A common thread running through many of the letters we received was that the rules violations weren't really news. "Kentucky appears to be doing nothing different than almost all other universities do," one critic wrote. "The only difference is that Kentucky happens to be unfortunate enough to have a newspaper which finds it necessary to publish stories about it."

Necessary? No, it wasn't necessary. We knew our series, which resulted from a seven-month investigation by two reporters, would be unpopular. But we published it because we had become convinced that collegiate athletics had spawned a national scandal, and that the colleges and universities weren't going to clean it up individually or through the National Collegiate Athletic Association until the newspapers of the country told the ugly story and demanded a cleanup.

Despite the pressure to win, intensified in recent years by the big bucks TV pays to the schools whose teams have national rankings and go to bowl games, it isn't true that "everybody" is buying players or allowing athletes to spend four years on make-believe academics and then dropping them without degrees (or education) once they have outlived what one former university president candidly called their "utilitarian" value.

"I do believe that it is quite possible to have a completely honest and generally successful program," the Rev. Theodore M. Hesburgh, president of the University of Notre Dame, said at a football banquet there several years ago. "We have a long history of doing just that." So do some other prominent institutions.

Newspapers, then, need not be cowed by the familiar argument of coaches and fans alike that their role is to be cheerleaders for the home team, come what may. Their true role is to cover college athletics the way they ought to cover everything else—fully, fairly, fearlessly. And if some of that coverage turns out to be unpleasant and displeasing, there's no better answer to the critics than one provided by an anonymous caller to our switchboard during the furor over our series on Kentucky basketball: "Please tell Mr. Black the grassroots people are with him 100 percent. If UK don't want to be in the paper, they shouldn't do nothing." ☐

Black is chairman and publisher of the Lexington (Ky.) Herald-Leader, which won the 1986 Pulitzer Prize for Investigative Reporting for its series on NCAA rules violations at the University of Kentucky and elsewhere.

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Henry E. Payne

Just 24, cartoonist has benefited from the luck of the draw

BY C. DAVID RAMBO
presstime staff writer

Oliphant. MacNelly. Herblock. Wright. Conrad. Borgman. Peters. Payne.

Payne?

The name may not mean much to a lot of people now. But according to some editors, Henry E. Payne can be listed in the ranks of the best syndicated editorial cartoonists—those who shine because of their special wit, political savvy and artistic ability.

What's so remarkable is that Payne is just 24 years old, less than three years removed from college. Etta Hulme, editorial cartoonist of the Fort Worth Star-Telegram and president of the Association of American Editorial Cartoonists, characterizes Payne as one of a new breed of young, talented entrants to her field. "I think he's got something more than the gag in him," she says.

After graduating from Princeton University in 1984, Payne became cartoonist for his hometown Charleston (W.Va.) Daily Mail. Last December, he moved to Washington, D.C., as editorial cartoonist for Scripps Howard News Service. He is syndicated by Scripps' United Feature Syndicate.

"He is among the best young cartoonists, and in a couple of years I think we're going to be able to remove the qualifier," says B.J. Cutler, editor-in-chief of Scripps Howard Newspapers. Cutler cites Payne's "combination of ability to draw" and "an original and really sharp sense of humor. . . . He just sees things in an original way, and that's a gift."

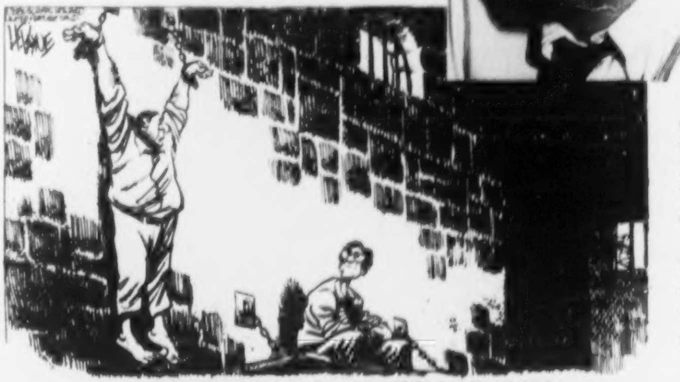
Cutler was tipped off about Payne's talent by someone who met him at a convention of the cartoonists' association. "Newspapers always take a chance sending their editorial cartoonist to a convention," Payne wryly observes.

He received a history degree at Princeton after gaining local and national attention for his work at the Daily Princetonian and at another student-related publication, the Nassau Weekly.

With his artistic gift and Ivy League diploma, Payne could have pursued any number of fields. He says he chose editorial cartooning because it represented "a natural fusing" of his two major interests: art and politics.

He got his first break when as an undergraduate he was hired for two summers as an intern at the Charleston paper. William P. Cheshire, then the Daily Mail's editorial page editor, says that "despite Payne's limited experience, he had a well-developed and mature editorial cartoonist style." The student cartoonist turned out to be "very quick, very prolific" and drew things that were "better than most of the stuff we were getting from the syndicates," says Cheshire, now editorial page editor of The Washington Times.

In addition to his editorial commentaries, Payne did work for other Daily Mail departments, such as drawings for in-house ads and sports caricatures. "He would sit down with an idea and in a matter of minutes he'd have a sketch" that in most cases would be developed into a final piece for publication, says Executive Editor Sam E. Hindman. There was a "clamor" in all departments for him to do work, Hindman adds. "He never said no."



"LOOK AT THE BRIGHT SIDE, MR. DANILOFF... AFTER FIVE YEARS AS A CORRESPONDENT, YOU FINALLY GOT THE CHANCE TO SEE THE REAL SOVIET UNION."

The same holds true in Washington. Cutler says Payne happily churns out extra news and sports illustrations in addition to his routine contributions.

Last June, Payne achieved one of his career goals—syndication—when he was signed on by UFS. About 30 newspapers now use his work either through the news service or the syndicate.

With each of his five weekly cartoons, Payne says he endeavors to make a strong statement, not just elicit a chuckle from readers. "A lot of cartoonists are entering the field just to add a joke" to the palette of news and commentary, he says.

Politically, Payne is a conservative and usually aligns himself with President Reagan. But Payne does not inflate the importance of cartooning in the political process. Although cartoons are among the most widely read elements of an editorial page, he says they probably do not sway public thinking. "A cartoon will serve only to buttress an opinion or cause you to chuckle about that opinion."

Artistically, he sees himself as "a mix" of three types of contemporary editorial cartooning. One is the Herblock school, always in vertical format, strictly of a political nature and heavy on the use of symbols and labels. The second is in the vein of Oliphant, who started producing work in horizontal format and with "a cinematic approach"; Oliphant "loosened" the mood and added to the "amount of humor you could introduce." The third is the style of Jim Borgman, Jeff MacNelly and some other younger cartoonists who "sort of came in and diversified."

Payne's interests do not rest with politics and art. He enjoys sports, having played junior varsity basketball in college and some tennis.

Payne and his wife, Talbot, an art dealer, live in Arlington, Va. □

Quality and commitment: The best in editing.

"AP is an extension of the home newsroom. AP is there, just as surely as the city desk or the sports department. The AP wire is just a part of the staff."

John Marlow, news editor at the Seattle bureau, thinks his primary responsibility as an AP journalist is to serve member newspapers and their readers.

"The bottom line is really that the readers will be getting a balanced news report."

In his 26 years with AP as a newsman, bureau chief and editor, Marlow has had his share of bylines and frontline excitement. But he has grown to find satisfaction in the often anonymous work behind the newsfiles, digests and advisories. These, he says, ultimately shape the news reports appearing in newspapers, whether AP is credited or not. "We have a tremendous impact on how well informed the public is."

Marlow and other editors are the administrative backbone of AP's bureau system, serving the thousands of newspapers and broadcasters who own AP. He's responsible for long-range planning, staff scheduling, and editing. He'll take care of a member's request for special coverage, or he'll provide help if a member's computer goes down.

Like him, the 2,850 people who staff AP's 219 offices around the world are dedicated to giving these members the highest quality service in the news industry—a goal that is a continuing commitment by everyone in AP.

Marlow says that AP staff members' awareness of their wide audience is what strengthens their personal dedication and keeps their standards high.

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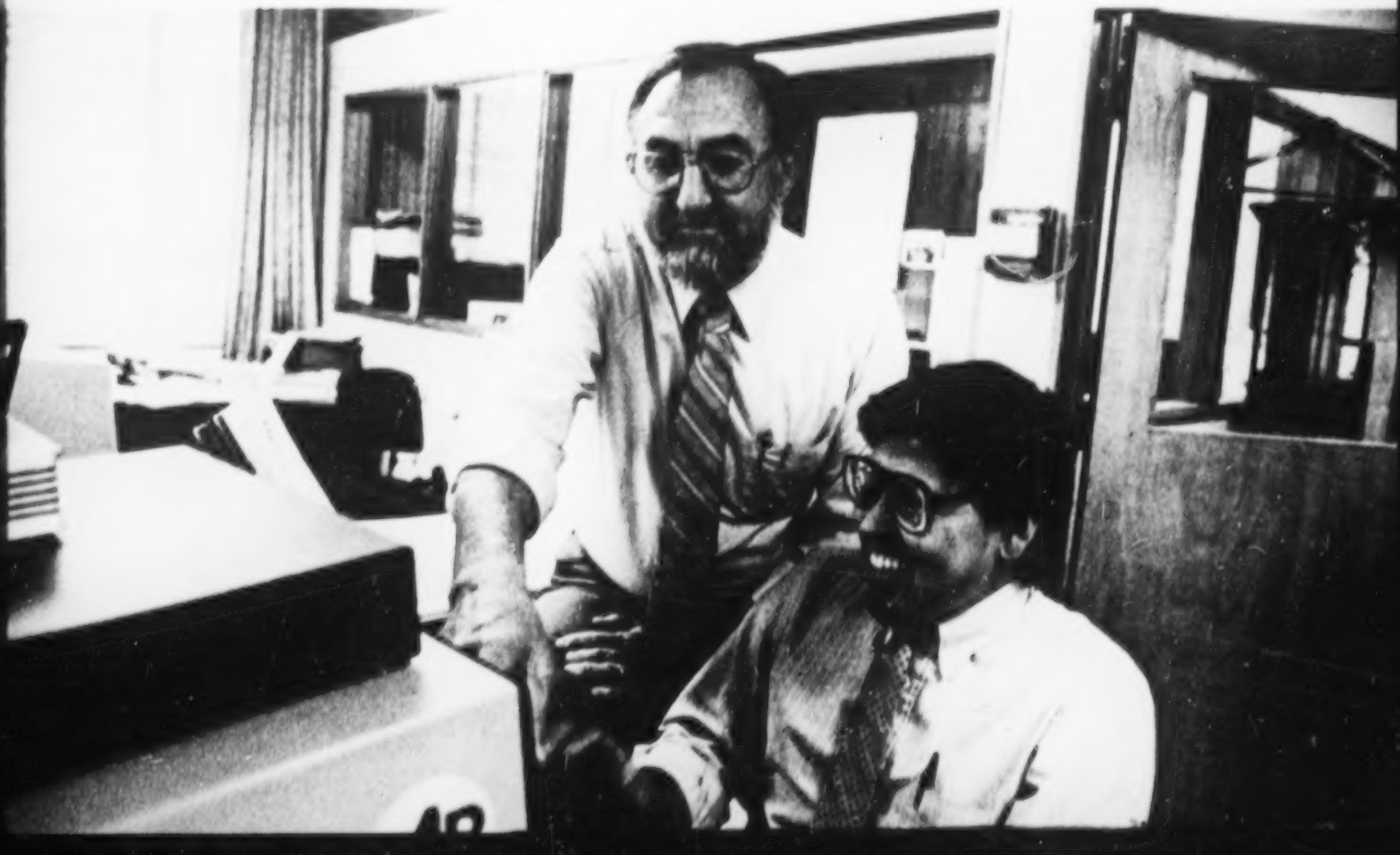


John Marlow works with newsman Carlos Pedraza in the Seattle bureau.

Barry Sweet

Kozol offers tips for newspapers on how they can fight illiteracy

Literacy expert Jonathan Kozol says "it's time at last to put the numbers game behind us" and for newspapers and other businesses to tackle the problem of illiteracy, regardless of the number of Americans who lack literacy skills.

Kozol, the Newspaper Advertising Bureau and government agencies have weighed in with conflicting data on the number of American adults who cannot read, with estimates ranging from less than 1 million to 78 million [presstime, Sept. 1986, p. 18].

But Kozol told an Oct. 9 gathering of newspaper and magazine executives that the "real point" is that large numbers of people whom some may classify as "literate" can "read only at mechanistic levels." Such people, he said, lack reading-comprehension ability and thus are unable to perform adequately in the technologically oriented society of today—and tomorrow.

The occasion for Kozol's remarks was a Washington, D.C., luncheon at which the author of *Illiterate America* unveiled a new literacy report he prepared for Cox Newspapers. The report is titled "Where Stands the Republic?" with the subtitle of "Illiteracy: A Warning and A Challenge to the Nation's Press."

Garner Anthony, chairman and chief executive officer of Cox Enterprises Inc., said the inspiration for the report was Kozol's address last April to the ANPA Convention in San Francisco. "We asked him to tell us in greater detail what we, as an industry, could do," Anthony wrote in a preface to the 33-page report.

In it, Kozol made several specific proposals on how newspapers can help fight illiteracy. They include:

- Using newspaper pages to advance local literacy goals—for example, by publishing articles appealing for volunteers to tutor non-readers, and by carrying a regular column or page aimed at marginal readers.
- Supporting local literacy programs by making financial contributions, providing work space for tutors, encouraging newspaper employees to volunteer as tutors, publishing instructional materials and seeking to bring other organizations into the effort.
- Serving as advocates on behalf of "those who have no voice, no verbal skills, to press the cause themselves."

Kozol recommended that "in addition to the thrust of editorial support from individual papers, a combined commission of the ASNE [American Society of Newspaper Editors] and the ANPA ought to be created to coordinate their efforts. This recommendation stems from suggestions voiced already by the editors and publishers with whom we have consulted."

Jonathan Kozol

One thing he said newspapers ought *not* to do is "lower the reading level of their papers"—now generally estimated to be at the ninth- to 10th-grade level. "Degraded literature is not the answer to diminished literacy," Kozol said. At the same time, he said journalists should "scrutinize their prose to see if simple stories are not sometimes rendered needlessly opaque by overly elaborate verbiage."

Copies of Kozol's report were distributed to editors, publishers, educators and political leaders throughout the country. Jerry W. Friedheim, ANPA executive vice president, told Cox Chairman Anthony that the newspaper industry "is delighted to have this additional building block and tool."

Additional copies are available from Lynda J. Stewart, director of communications, Cox Enterprises Inc., P.O. Box 105720, Atlanta, Ga. 30348.

Also on the literacy front:

- A new federally funded study of the literacy skills of young adults ages 21-25 found that while "95 percent can read and understand the printed word," much more difficulty is encountered when they are asked to deal with more complex material.

> *The "real point" is that large numbers of people can "read only at mechanistic levels."*

The study was conducted by the Educational Testing Service under the auspices of the National Assessment of Educational Progress, a federal research project. "While we don't have a major *illiteracy* problem, we do need to improve the skills of most of our young adults," said Archie E. Lapointe, executive director of NAEP. "In other words, we do have a *literacy* problem."

The study of about 3,600 young adults measured proficiency in three areas: prose literacy—reading and interpreting such things as newspaper articles, magazines and books; document literacy—identifying and using information in such things as forms, television listings, charts and indexes; and quantitative literacy—applying mathematical operations to information in such things as a menu, a checkbook or an advertisement.

"While the overwhelming majority of young adults adequately perform tasks at the lower levels on each of the three scales, sizable numbers appear unable to do well on tasks of moderate complexity," such as summarizing the main argument from a lengthy newspaper column, NAEP reported.

- The Times Mirror Co. sponsored an Oct. 2 conference in Los Angeles on "Literacy: A Good Investment." It was designed to get business representatives together with literacy experts.
- Gannett Foundation announced "The Literacy Challenge," a two-year, $2-million grant program, in cooperation with USA Today. Grants of up to $100,000 will be awarded to the best proposals to launch or expand statewide adult literacy efforts.
- Scripps Howard announced grants of up to $10,000 to Scripps Howard news organizations that conduct community literacy projects.

In addition, the Scripps Howard Foundation has established the Charles E. Scripps Award, a cash award of $2,500 a year for the newspaper or broadcast station that best promotes literacy in its community. ☐

New publications designed to help teach media management

Two new publications are available to assist in teaching media management and economics courses in college.

One is *Economic Structure and Performance of the Communications Media, Course Instructional and Bibliographic Materials*, which was produced with a $3,450 grant from ANPA Foundation. Prepared by Thomas H. Guback, research professor of communication at the University of Illinois, the 73-page publication contains instructional materials and a bibliography for a 15-week course.

Judith D. Hines, vice president and director/ANPA Foundation, said it is more of a "manual" than a typical course outline or syllabus because of the depth of instructional material provided. "Frequently the concentration on media management and economics has been on the management side," she noted. "This material fills some gaps of specifics in economics. We think it would be a useful resource for every journalism professor."

Copies are available for $6 from Guback, Institute of Communications Research, University of Illinois, 222 Armory Building, 505 East Armory Ave., Champaign, Ill. 61820.

The other new publication is *Bibliography of Media Management and Economics*, published by the University of Minnesota. It was compiled and edited by Rita Du Charme, coordinator of the University of Minnesota's Media Management and Economics Resource Center. Produced using a computer database, the 113-page publication contains more than 400 titles in 35 subject categories.

Copies are available for $8.50, plus $1.50 for postage and handling, by contacting Du Charme at MMERC, School of Journalism and Mass Communication, University of Minnesota, 1111 Murphy Hall, 206 Church St. S.E., Minneapolis, Minn. 55455. ☐

After hearing objections, ACEJMC revises its restructuring plan

The organization that accredits U.S. journalism schools has decided to act in response to complaints that the newspaper business is overrepresented in its membership: It is planning to recruit additional members from non-newspaper organizations, rather than adopt a radical restructuring plan.

At its Oct. 19 meeting in Chicago, the Accrediting Council on Education in Journalism and Mass Communication passed a "sense of the council" resolution that "every effort" be made to invite membership from six additional national organizations from each of three fields: broadcast, advertising and public relations.

This would bring their representation up to the level of the newspaper business, which currently has ACEJMC representatives from eight organizations. With equal representation from academic organizations as well as several public members, the proposal could result in a council of more than 70 members.

Last June, an ACEJMC committee attempted to address the imbalance issue by proposing the restructuring plan. It called for a reduction in the size of the council, creation of five accrediting committees for various segments of the communications industry and establishment of a dues formula.

The plan was widely criticized. Some academic members of the council believed it represented a return to sequence accreditation, which had been eliminated in favor of accrediting the entire school or "unit." Some professional organizations feared they would lose their voices on a smaller council. And some groups said they could not afford to belong to the council under the proposed fee schedule [**presstime**, Oct. 1986, p. 57].

In addition, ACEJMC officials determined that the Council on Postsecondary Accreditation, a national education group under whose guidelines ACEJMC operates, probably would not approve of the plan if it meant the primary reponsibility for accreditation was to be taken away from the council and given to the accrediting committees.

Council President John A. Lavine, who chaired the committee that drew up the reorganization plan and who redrafted it twice in an effort to meet various objections, said he is hopeful adding members can eliminate the concern about imbalance. Bringing in additional organizations also would mean that increases in council expenses "can be borne by a broader base," said the editor/publisher of the Lavine Newspaper Group of Chippewa Falls, Wis. "That is positive."

The matter will be discussed again at the next ACEJMC meeting in May in New York City, at which time Lavine will present a new dues proposal. Currently, each member organization decides on its own how much to give to the council.

ANPA Executive Vice President Jerry W. Friedheim, who attended the meeting, expressed optimism over the council's latest action. "I think if they can succeed in attracting more support from additional national organizations, it will strengthen the council and would probably accomplish all of the things that they've been trying to achieve by a dozen reorganization suggestions over the last few years," he said.

In other action at its October meeting, the council:

- Agreed to invite comment from schools on a "menu" of open-meeting proposals, including the option of making no change in its present procedures under which accrediting decisions on individual schools are made behind closed doors and reports on the schools are kept confidential. The council took a preliminary vote at a previous meeting to move toward openness.
- Adopted the recommendation of an appeals committee in granting provisional reaccreditation to the University of Wisconsin-Eau Claire, which was denied reaccreditation last April.
- Began organizing task forces on a variety of topics including fund-raising and educating media professionals and educators about the accrediting process and its benefits. ☐

Foundation publishes new NIE bibliography

A new list of Newspaper in Education publications has been published by ANPA Foundation.

The sixth edition of "Bibliography: NIE Publications" contains information on 124 publications selected by a panel of reviewers. Most were published by newspapers in collaboration with local schools.

Each entry includes the name of the publication and when it was published, a description, the grade level at which it is designed to be used, source and price.

A copy of the bibliography has been sent to newspaper NIE coordinators. Additional copies are available for $1.50 each ($1 each for orders of 50 or more) by contacting Ruth Finn of ANPA Foundation at The Newspaper Center, Reston, Va. ☐

Newsprint fee and FOIA changes passed at end of 99th Congress

The 99th Congress is history, but in its near round-the-clock drive toward adjournment in October it passed some legislation whose effects will be felt directly by the newspaper business—including a surprise fee on imported newsprint and the first major amendments to the Freedom of Information Act in a decade.

Also key to newspapers was an action the Congress didn't take. It failed to act on legislation ANPA had opposed that would have transferred jurisdiction over the AT&T consent decree to the Federal Communications Commission.

• **User fee on imports.** A congressional order to the U.S. Customs Service to impose a "user fee" on nearly all imported products was contained in the massive budget reconciliation bill passed one day before the Oct. 18 adjournment.

According to Martin Casey, ANPA manager/government and international affairs, the fee will apply to imported newsprint. For fiscal year 1987, the fee will be .22 percent of the value of the imported product and will decline to .17 percent in fiscal years 1988 and 1989. The bill was signed by President Reagan Oct. 22, and the fee takes effect Dec. 1. For example, on a ton of newsprint valued at $500, the fee would be $1.10.

Another bill passed Oct. 17, a water resources measure, contains a new .04 percent "port user fee" that also will affect some imported and domestic newsprint. At press time, the bill was awaiting signing by the President, who was expected to do so. If enacted, the fee would take effect April 1, 1987, and apply to the value of all cargo loaded or unloaded at U.S. ports except that going to Alaska, Hawaii and U.S. possessions.

• **FOIA amendments.** Provisions exempting more law enforcement records from the FOIA and limiting the fees that may be assessed news media FOIA requesters were added to the omnibus drug enforcement bill that was passed Oct. 17. The President was scheduled to sign the bill Oct. 27.

Specifically, it would exclude from FOIA coverage records relating to a criminal investigation under three circumstances: If there is reason to believe the subject of the investigation is unaware of it; if a third party requests records of a person by name and the person is a government informant whose status as an informant has not been officially confirmed; and if the records relate to foreign intelligence or counter-intelligence or international terrorism and the existence of the records is classified.

The bill also changes fee policy for the FOIA, including limiting fees that may be charged to members of the news media to reasonable standard charges for document duplication. Most other requesters will be charged fees for searching and reviewing the documents.

The FOIA provisions were a compromise between press groups, the American Civil Liberties Union and Sens. Orrin G. Hatch (R-Utah), chairman of the Judiciary Committee's Constitution Subcommittee, and Patrick J. Leahy (D-Vt.).

Bruce W. Sanford, First Amendment counsel for the Society of Professional Journalists, Sigma Delta Chi, said he was

D.C. wants to restrict newsracks

The Nation's Capital, which sometimes looks like the nation's newsrack capital, is considering legislation to regulate newspaper vending machines.

A proposal by District of Columbia Mayor Marion Barry to the city council would require owners to register newsracks and have liability insurance; establish placement, size and appearance restrictions, including limiting those next to curbs to groups of four with six feet of space between groups; and require those in a renovated section of Pennsylvania Avenue to be uniform in size and color.

The District's existing newsrack regulations were promulgated during the 1930s. In 1976, the city's attorney declared them "too restrictive of the constitutional guaranty of freedom of the press" and said they should not be enforced.

Representatives of The Washington Post and The Washington Times said they hope to work out whatever problems exist and to avoid regulations. ☐

Alan Tepper

Many Washington street corners are crowded with newspaper vending machines.

"very happy" with the compromise. SPJ/SDX had been pushing for FOIA amendments to strengthen the act from a requester's standpoint. "I think that the fee-waiver provisions explicitly mentioning the news media are significant accomplishments for the press. The law enforcement provisions are, I feel, so restrained that they really don't give the Justice Department and the FBI anything they could not get from the courts if they made a reasonable argument," he said.

On the other hand, ANPA had been opposed to consideration of any amendments to FOIA for fear of opening the act up to major, harmful revisions. W. Terry Maguire, ANPA vice president/general counsel, said the compromise "certainly is preferable to other proposals that were briefly considered as the legislation moved rapidly through the process."

Ironically, HR 4862, the bill that ANPA feared would be a vehicle for harmful FOIA amendments, did not receive final action. It would have changed procedures for processing requests for business information [presstime, Oct. 1986, p. 46].

- **Telecommunications transfer.** Even though Senate Majority Leader Robert J. Dole (R-Kan.) said he wanted his bill transferring control over the nation's phone companies to the FCC to be passed during this session, S 2565 never emerged from the Commerce Committee.

On Oct. 8, Commerce Committee Chairman John C. Danforth (R-Mo.) proposed amendments that would prevent either AT&T or the regional Bell Operating Companies from providing electronic publishing where they serve 75 percent or more of the customers in a market.

The action was considered a major victory for ANPA, which had suggested such a 75-percent test in testimony before the Commerce Committee as a way of guaranteeing the "diversity principle," which holds that AT&T and the BOCs should not be allowed to own or control the information carried over their monopoly facilities [presstime, Sept. 1986, p. 46].

Congress also failed to act on legislation to amend the Newspaper Preservation Act. The Senate Judiciary Committee approved a bill that would have extended the act's antitrust exemption to total-market-coverage publications of newspapers in joint operating arrangements. It was not considered by the full Senate.

In other developments, Congress extended the Superfund topic dump program without the value-added tax that ANPA had opposed [presstime, Dec. 1985, p. 39] and passed two sweeping employment bills. (See story, p. 68.)

—Margaret Genovese

Court declines to review cases

The U.S. Supreme Court in October denied review in five cases of interest to newspapers:

- *Copley Press Inc. v. Smith,* in which Copley Press sought review of an Illinois appeals court ruling that a county jailer was not a public figure for libel purposes.
- *LaRouche v. National Broadcasting Co. Inc. et al.,* in which LaRouche sought review of a ruling by the 8th U.S. Circuit Court of Appeals upholding a federal district court decision not to compel the NBC-TV network to disclose confidential sources [presstime, Oct. 1986, p. 46].
- *Fleming v. Moore,* in which Fleming sought review of a Virginia Supreme Court decision to let stand a $233,333 damage award in a non-media libel case in which Fleming was the defendant.
- *Janklow v. Newsweek Inc.,* in which Janklow sought review of a federal appeals court ruling that the magazine's allegedly defamatory statements are constitutionally protected expressions of opinion.
- *Jersawitz v. Noonan,* in which Jersawitz challenged a federal appeals court decision upholding the constitutionality of a Bureau of Prisons regulation limiting interviews with inmates to licensed broadcast stations.

Once again this term, a publication designed to help journalists report on Supreme Court cases is available from the American Bar Association. "Preview of United States Supreme Court Cases" is published in cooperation with ANPA Foundation and the Association of American Law Schools. A one-term subscription is $73 from the ABA, 750 N. Lake Shore Drive, Chicago, Ill. 60611.

COURT BRIEFS

- ANPA Oct. 23 filed a friend-of-the-court brief with the Federal Trade Commission arguing that an **R.J. Reynolds Tobacco Co. advertisement,** which took issue with a government study, is "fully protected under the First Amendment." It said the FTC should uphold an administrative law judge's decision to dismiss a complaint against the ad [presstime, Sept. 1986, p. 38].

- The Minnesota Newspaper Association has filed suit in U.S. District Court in Minneapolis challenging the constitutionality of federal laws prohibiting the mailing of newspapers containing **advertisements of lotteries** or other gaming activities [presstime, Aug. 1985, p. 37]. MNA named the U.S. postmaster general, the U.S. Postal Service and the United States as defendants.

A similar case currently is pending in U.S. District Court in the District of Columbia. Aimes Publications Inc. of Buffalo filed suit against the Postal Service and the United States after it was denied second-class mail treatment for its monthly magazine, Lottery and Gaming Review.

- In a 3-2 decision, the Idaho Supreme Court Sept. 18 ruled that an advertiser that has supplements printed out of state for insert into Idaho newspapers must pay the **Idaho use tax on the purchase of the supplements** from the printer. K mart Corp. had challenged a decision by the Idaho State Tax Commission that it was liable for the tax.

- T.V. Views Inc., publisher of a shopper distributed in Monterey and Santa Cruz counties in California, has filed an **antitrust suit** against Gannett Co., publisher of the Salinas Californian, and Ottaway Newspapers Inc., publisher of the Santa Cruz Sentinel.

In its complaint, filed in California Superior Court, T.V. Views charges Gannett and Ottaway with violations of the state business and professions code, including below-cost advertising in their shopper publications. Gannett and Ottaway have denied the charges.

- The U.S. Court of Appeals for the 5th Circuit Oct. 1 affirmed a federal district court ruling that Yazoo Publishing Co., publisher of The Yazoo (Miss.) Herald, a twice-weekly newspaper, was **not guilty of antitrust violations** as charged by The People's Press Inc., publisher of a defunct daily newspaper in Yazoo City [presstime, Sept. 1985, p. 36].

- Two **minority stockholders** in The Troy (Ohio) Daily News **have filed suit** in U.S. District Court in Trenton, N.J., against the company, several company officials, an Ohio media consulting firm and The Delphos (Ohio) Herald Co. Among other things, they charge officials with conspiring to fraudulently loan $500,000 to The Delphos Herald. The defendants have filed a motion to have the case dismissed, or at least transferred to a federal district court in Ohio.

ABA draft report endorses impersonation of press by police

A portion of a draft report to be presented to the American Bar Association gives "tacit" endorsement of the practice of impersonating members of the news media by law enforcement personnel, according to the ANPA/ABA Task Force.

At its Oct. 16 meeting in Washington, D.C., the press/bar panel said it will ask the authors of the report, ABA sections on criminal justice and individual rights and responsibilities, to delete that part of the report before they present it to the ABA House of Delegates in February.

The report, recommending principles for inclusion in federal and state laws governing undercover investigations, says law enforcement agencies should establish certain guidelines for investigations that involve "sensitive circumstances" such as the impersonation of members of the media, clergy, physicians and attorneys [**presstime**, Oct. 1984, p. 16]. ☐

U.S. won't block Evansville sale

The Justice Department will not object to the planned sale of daily newspapers in Evansville, Ind.

The department had been looking into the transactions in which Scripps Howard will sell The Evansville Press, the evening newspaper, to Robert H. Hartmann, a former Scripps Howard executive, and purchase The Evansville Courier, the morning paper, from the Robert C. Enlow Trust and a group of minority stockholders [**presstime**, Sept. 1986, p. 65].

The newspapers are partners in a joint operating arrangement. Under the deal, Scripps Howard will gain complete ownership of Evansville Printing Corp., which performs business functions for both papers, and of Evansville's Sunday newspaper. An amended JOA contract will be filed with the Justice Department after the sales are finalized, according to a Scripps Howard official.

"It was not a simple matter and it took considerable looking at," said Justice Department spokesman Mark T. Sheehan Oct. 22. "We advised them today that we would not object." ☐

ANPA files opposition to 6 BOC waiver requests

ANPA in recent months has filed comments with the Justice Department opposing six proposals by Bell Operating Companies to enter unregulated businesses. The Association said the proposals could violate terms of the AT&T antitrust consent decree.

In each case, a BOC seeks a waiver from terms of the decree [**presstime**, March 1986, p. 45].

Three of the requests came from Ameritech:

- To allow its software subsidiary, Applied Data Research Inc., to provide software updates and modifications through personal computers via phone lines. ANPA said the request fails to define clearly what types of information can be transmitted.
- To provide a service in which a special operator would be able to give the name and address that corresponds to any given phone number. Although ANPA believes this type of service is prohibited under the decree, the Association raised no direct opposition to the Ameritech request, partly because a similar program exists at Illinois Bell and because there are no competitive service alternatives. But ANPA stressed that any requests to provide this type of service for the first time should follow established procedures of public comment and Department of Justice review.
- To provide non-telephone directory services, such as indexed facts and information, through kiosks in airports, shopping malls, hotels and other public locations. ANPA opposed the plan, saying it strays too far into the information services field. Even though Ameritech would not use its exchange facilities to transmit the information, the service nevertheless would consist of gathering, storing, retrieving and transmitting information—activities that are prohibited by the decree, the Association pointed out.

Two other waiver requests were submitted by US West:

- To enter the market research and business consulting fields and conduct, among other things, public-policy research on national, state and local issues and public-opinion research. ANPA opposed the request, saying it was so broad that it could include information services. US West would be generating, storing, retrieving and transmitting information over its own facilities, the Association noted.
- To enter the securities business, serving as broker-dealer in securities and financial contracts, investment advisor and underwriter. ANPA said it has no objection to the firm's providing traditional securities services, but it noted that the securities industry today relies on electronic services to disseminate information. The request by US West was vague as to whether it included offering electronic information services, and ANPA recommended that any waiver granted specifically prohibit such activity.

The sixth request was by Southwestern Bell, which wants to provide customer-support and marketing-support services such as order processing, credit and check authorization, processing of payments, telemarketing and customer surveys. ANPA opposed the request because most of these proposals fall within the information services category. ☐

ANPA requests stronger safeguards in Computer III

In final comments to the Federal Communications Commission on its Computer III proposal, ANPA again urged stronger safeguards to prevent monopoly abuses by AT&T and the Bell Operating Companies.

The comments were in reply to initial responses by AT&T and the BOCs and other interested parties regarding Computer III, which is a continuation of the FCC's rule-making as a result of the breakup of AT&T [**presstime**, Feb. 1986, p. 36].

ANPA specifically:

- Urged rules that would prevent AT&T and the BOCs from using information about customers to their own advantage in offering unregulated services.
- Reaffirmed its position that specific procedures should be in place to monitor orders for phone lines needed to provide enhanced services in order to bring problems to light and protect against unfair business discrimination.
- Urged that the FCC require separate bookkeeping and other monitoring devices to ensure that AT&T and the BOCs do not use revenue or cost-shifting-practices for subsidizing business interests outside of regulated service. ☐

ANPA to study ZIP-plus-4

The ANPA Postal Committee will examine the implications the nine-digit ZIP code has for the newspaper business.

The longer code, which adds a hyphen and four digits to standard five-digit ZIP codes, is used in conjunction with automated bar-code printing and reading machines. The goal is to increase postal efficiency and hold down costs.

Discounts are given to large-volume customers who use the longer code. So far, the discounts are available only for first-class mail. But a postal spokesman said USPS plans eventually to adopt the system for second-class and all other classes. There is no timetable for doing so, the spokesman added.

The Postal Committee decided at its meeting Oct. 14-15 in Washington, D.C., to examine several issues related to the longer ZIP code. They include how newspapers can benefit from the program in their own mailings, and how it someday may be used in newspapers' marketing plans. Nine-digit ZIP codes theoretically can designate addresses down to a city block or even a floor in a large building. The five-digit code designates a post office destination.

The committee also will examine apparent confusion at the Postal Service over such things as what kinds of machinery will be used in processing nine-digit mail.

Third-class mailers already have voiced strong concern over the elongated code. Gene A. Del Polito, executive director of the Third Class Mail Association, told Postal Committee members that TCMA intends to "fight tooth and nail" if the Postal Service maintains its present course on the program.

Some third-class mailers worry that a discount program tied to the longer ZIP code could mean the elimination of presort discounts, Del Polito explained. Many of those mailers, especially the ones that compete against newspapers, heavily use the carrier-route presort rate.

Del Polito said TCMA also is concerned about how the nine-digit ZIP "has been marketed and the way it has been implemented. . . . Nobody [at the Postal Service] has a clear view of how the program is going to be implemented."

A major concern is location of the bar code that USPS "sprays" onto envelopes as part of the extended ZIP's automation. USPS currently positions the bar code in the lower right hand corner of an envelope and requires that a lot of white space be retained. Such a configuration would come into conflict with "teaser" copy typically printed on many third-class-mail envelopes, Del Polito said.

The third-class mailers' representative also noted that mail volume of Advo-System Inc. has decreased this year because of competition and because of the firm's marketing decisions. Advo now accounts for 14.3 percent of all third-class volume presorted to the carrier-route level, compared with 19.9 percent in 1983, Del Polito said.

The carrier-route presort category represents about half of all third-class mail, he said. ☐

Del Polito (right) makes a point with Postal Committee Vice Chairman Gregg K. Jones (left) of The Greeneville (Tenn.) Sun and ANPA Executive Vice President Jerry W. Friedheim.

POSTAL NOTES

- Congress **approved postal funding** for the current fiscal year that will allow second-class, in-county rates to remain stable.

The funding level for so-called "preferred" mail, including the in-county category for publications, was $650 million.

Congress did not, however, restore funding for the former "limited circulation" portion of preferred mail, which provided lower rates for mailings of fewer than 5,000 copies outside the county of publication [presstime, Oct. 1986, p. 49].

- ANPA said it will **intervene in the federal court appeal** of The Enterprise, a free weekly newspaper in Winchester, Tenn., that is protesting a decision by the postal governors barring the paper from using subsidized rates [presstime, Oct. 1986, p. 49].

ANPA is expected to support the governors' decision.

- The Postal Service has urged the Postal Rate Commission to dismiss ANPA's complaint over the use of postcard-like **detached mailing labels**. The cards bearing address labels accompany some presorted third-class mail [presstime, Jan. 1986, p. 23].

ANPA asked the rate commission for a 90-day extension of the time it designated for responses to the USPS motion.

- The Postal Service also asked the rate commission to dismiss the recent complaint of four dailies against a USPS rule disallowing certain forms of **second-class, total-market-coverage** delivery.

The Sacramento Bee, the Des Moines Register, The Tennessean of Nashville and the Nashville Banner said the new rule amounts to an improper change in classification [presstime, Oct. 1986, p. 49].

USPS said the complaint is groundless. The rate commission asked for public comment by Nov. 5.

Journalists who died in war are honored

Memorials to journalists who died while covering armed conflicts for U.S. news agencies were dedicated Oct. 7 at Arlington National Cemetery outside Washington, D.C., and at the National Press Club in the downtown area.

"This day is long overdue," said Robert Lewis, president of the Society of Professional Journalists, Sigma Delta Chi, which cosponsored the memorials with the National Press Club, the Overseas Press Club of America and No Greater Love. The latter is a non-profit organization that provides "programs of friendship and care" for children of Americans killed in war or terrorist incidents.

At the cemetery, a tree was dedicated as a living memorial; it is a Darlington oak, a species that was chosen because it does not lose its leaves in the fall and therefore symbolizes the perennial commitment of journalists to covering the news. Located at the base of the tree is a stone in the shape of an open book. The stone is inscribed: "This tree grows in memory of journalists who died while covering wars or conflicts for the American people. One who finds a truth lights a torch."

Margaret Genovese

James and Sarah Burrows search the plaque for the name of their grandfather, Life photographer Larry Burrows, who was killed in Vietnam in 1971. Looking on are David Ulizio (left), grandson of combat correspondent James J. McElroy who was killed in Iwo Jima in 1945, and Alice Ducq, granddaughter of International News Service reporter Ray Richards who was killed in Korea in 1950.

At the press club later in the day, there was an unveiling of a plaque containing a list of the 227 journalists known to have lost their lives while covering wars and conflicts since World War I.

ABC News correspondent Steve Bell, master of ceremonies for the dedicatory events, said sponsors had already learned of at least three omissions from the list. He urged news organizations with additional names to contact No Greater Love, 1750 New York Ave. N.W., Washington, D.C. 20006. ☐

APME reports cover full range of newsroom issues

Key trends and issues in reporting the news are examined in detail in the 1986 Continuing Studies reports by committees of the Associated Press Managing Editors Association.

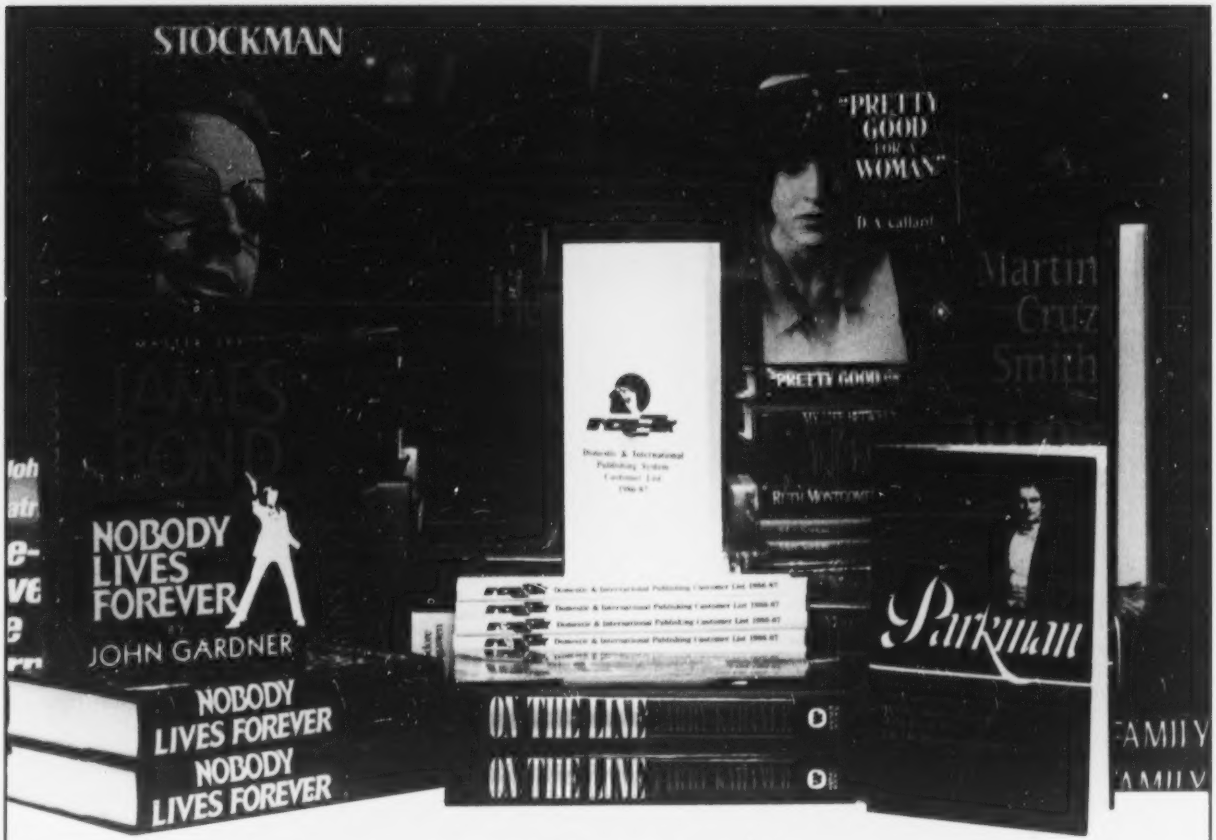
The reports were issued at the APME's annual convention Oct. 21-24 in Cincinnati.

A limited number of single copies of 11 of the 17 Continuing Studies reports are available from the ANPA Public Affairs Department at The Newspaper Center, Reston, Va. The committees, their reports and committee chairmen are:

- Credibility and Professional Standards: "Credibility: Maintaining the Vigil," Robert W. Ritter, The Sun, San Bernardino, Calif.
- Newsroom Management: Beverly Kees, Post-Tribune, Gary, Ind.
- Business and Economics: "They're Taking Off," Robert Cochnar, San Francisco Chronicle
- Freedom of Information: Robert E.L. Baker, The Free Lance-Star, Fredericksburg, Va.
- Sports: "How the AP Performs, APME Survey," W.F. Cento, St. Paul Pioneer Press and Dispatch
- Telecommunications and Technology: "Personal Computers," Frank Simmons, Daily Press and The Times-Herald, Newport News, Va.
- Changing Newspapers: "What Editors are Doing to Improve Readership," Ralph Langer, The Dallas Morning News
- Minorities: "Minorities: Recruitment, Mainstreaming, Coverage," Reid MacCluggage, The Day, New London, Conn.
- Media Competition: "TV Books," Earl Maucker, Fort Lauderdale News and Sun-Sentinel
- Writing and Editing: "The Well-Edited Newspaper: Putting the Pieces Together," Leonard Pardue, The Courier-Journal and The Louisville Times
- Photo and Graphics: "Would You Run These Photos?" James F. Vesely, The Detroit News.

Not currently available from ANPA are the following reports:

- Commentary: Luke Feck, The Columbus (Ohio) Dispatch
- Foreign News: "Reporting on Central America: How Good is It?" Sue Reisinger, The Miami News
- Future Directions: "The Adventures of Super Editor," Richard Archbold, Press-Telegram, Long Beach, Calif.
- Marketing and Research: "Focusing on Research," Lawrence K. Beaupre, Westchester Rockland Newspapers, White Plains, N.Y.
- Journalism Education: "Report on Journalism Education," Janet Brandt, The Tacoma (Wash.) News Tribune
- General News: Michael E. Waller, The Hartford Courant ☐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Media education campaign gets $150,000 start

Project Watchdog, the $1-million media campaign to educate the public on the value of a free press, got off to a running start in October with a $150,000 grant from the Robert R. McCormick Charitable Trust.

Sponsored by the Society of Professional Journalists, Sigma Delta Chi, the campaign was recently approved by the Advertising Council. This means once the society has raised the $1 million for ad production, it could get as much as $25 million in free advertising space and ad time [**presstime**, Sept. 1986, p. 45].

The full amount of the McCormick grant will be spread over three years. It is expected to be a "catalyst" for other media contributions, said SPJ,SDX Executive Officer Russell C. Tornabene. ☐

ASNE protests 'disinformation'

The American Society of Newspaper Editors expressed "outrage and alarm" at "evidence that senior officials of the Reagan administration have been involved in an incident to spread 'disinformation' regarding U.S. policy toward Libya."

"This calculated technique of falsehood, commonly employed by totalitarian governments as an instrument of policy, is repugnant to American democratic principles and destructive of the role of the press in a free society," the ASNE board said in an Oct. 11 telegram to President Reagan. ☐

Press and education seminar Nov. 9-11

The First Amendment Congress will sponsor a conference Nov. 9-11 on matters involving the press and education. Called "First Amendment Issues: Schools in a Free Society," the conference in Williamsburg, Va., will focus on three points: media coverage of education and access to the media by educators; student press rights and responsibilities; and challenges to textbooks, other curriculum materials and books in school libraries.

In another development, the congress has raised $197,000 for a permanent office [**presstime**, Dec. 1985, p. 45]. ☐

Presentations available from well-attended conference on marketing strategies

ANPA's first-ever conference on "Creative Marketing Strategies to Win Readers and Advertisers" drew 223 participants from 34 states, four Canadian provinces and four foreign countries.

The Oct. 16-17 conference at Hyatt Regency O'Hare, Chicago, was sponsored by the ANPA Circulation and Readership Committee in cooperation with the Newspaper Advertising Bureau's Future of Advertising Committee, the American Society of Newspaper Editors, International Newspaper Advertising and Marketing Executives, International Circulation Managers Association, International Newspaper Promotion Association and the Newspaper Research Council. Program chairman was Thomas Curley, president of USA Today.

Audio cassettes are available from ACTS Inc., 1025 E. Clayton Road, Ballwin, Mo. 63011; (314) 394-0611. Cost with shipping is $102 for the full conference and $9.50 for individual tapes.

Single copies of 19 texts from the conference are available from the ANPA Public Affairs Department, Box 17407 Dulles Airport, Washington, D.C. 20041. They are:

- "What We Know About Single Copy Sales and Buyers"—Virginia Dodge Fielder, vice president/news and circulation research, Knight-Ridder Inc., Miami; Jay T. Harris, executive editor, Philadelphia Daily News
- "Point of Purchase Newspaper Promotion"—Barbara van Pelt, marketing manager, The Dallas Morning News
- "Promoting the News"—Robert T. Burns, vice president/marketing and administration, USA Today, Arlington, Va.
- "Making the Most of Special Events"—Richard P. Honack, manager of promotion and special events, Chicago Tribune
- "What We Know About Weekday and Weekend Newspaper Circulation"—Albert E. Gollin, vice president/associate director of research, Newspaper Advertising Bureau, New York City
- "Trend Analysis and Newspaper Marketing Strategies"—C. Gordon Wade, president, The Cincinnati Consulting Group
- "The Weekend Package"—Michael R. Fancher, Executive Editor, The Seattle Times
- "Reader Access Sections"—Clement C. Winke, president and publisher, Boca Raton (Fla.) News and News of Delray Beach
- "Weekday Advertisers"—Conrad A. Kloh, director of sales and marketing, The Arizona Republic and The Phoenix Gazette
- "Weekday Readers"—James D. Squires, executive vice president and editor, Chicago Tribune
- "The Move to Daily Publication"—Daniel E. Baumann, president and editor, The Daily Herald and Paddock Publications Inc., Arlington Heights, Ill.
- "Keeping Up With an Expanding Market"—Stuart Schwartz, corporate director of newspaper marketing, Lee Enterprises Inc., Davenport, Iowa; John H. Blexrud, vice president/marketing director, The Orlando Sentinel
- "Strategic Sellers: Urban Encounters"—Joseph M. Ungaro, president and general manager, Westchester Rockland Newspapers, White Plains, N.Y.; Robert Comstock, executive editor, The Record, Hackensack, N.J.; James S. Toedtman, managing editor, New York Newsday; James P. Willse, vice president/managing editor, New York Daily News
- "Strategic Sellers: Targeting for Success"—Beverly A. Barnum, corporate director of market research, Harte-Hanks Communications Inc., San Antonio
- "Targeting for Success: Promotion"—David J. Andree, marketing services manager, San Francisco Newspaper Agency
- "Targeting for Success: Circulation"—Ralph L. Harrington Jr., Manager/north home delivery, Houston Chronicle
- "Targeting for Success: Editorial"—James T. Robison, managing editor, The Orange County (Calif.) Register
- "Targeting for Success: Advertising"—James F. Fowler, marketing director, Winston-Salem (N.C.) Journal
- "Conference Review and Closing"—Thomas Curley, USA Today; Baumann, Paddock Publications Inc.; Ungaro, Westchester Rockland Newspapers; Barnum, Harte-Hanks; Philip K. Hanna, vice president/group circulation, The New York Times Regional Newspaper Group; and Reg Murphy, publisher, The Baltimore Sun. ☐

U.S., Russian journalists resume efforts for exchange visits

Following the Soviet Union's release of U.S. newsman Nicholas S. Daniloff, two proposed exchange visits between U.S. and Soviet journalists are getting back on track.

The American Society of Newspaper Editors Oct. 14 contacted the Union of Journalists, an 8,600-member organization including most media employees in the Soviet Union, to try to reschedule a visit by Soviet journalists to the United States. There was no response by press time.

The visit was to have begun Sept. 21, but was called off after ASNE said it would be "inappropriate" for the delegation to come to the United States at that time.

Similarly, faculty at Columbia University's Graduate School of Journalism have reopened discussions with Soviet journalists and the Alerdinck Foundation, a Netherlands organization attempting to improve East-West relations through communications. The parties are trying to arrange an exchange in which three young Soviet journalists would spend time working at U.S. newspapers and three young Russian-speaking U.S. journalists would do the same at Soviet papers.

Discussions ceased following Daniloff's arrest, and faculty members sent a telegram of protest to the Soviet Union's U.S. ambassador.

Donald R. Shanor, Cabot professor of journalism, said he hoped the exchange could take place by late spring. He invited newspaper publishers and Russian-speaking journalists interested in participating in the program to contact him at (212) 280-3837.

Daniloff, Moscow correspondent for U.S. News & World Report, was released Sept. 29 in a deal in which the Soviet Union also freed a jailed dissident and the United States released a Soviet United Nations employee who had pleaded no contest to espionage charges [presstime, Oct. 1986, p. 51]. ☐

Foreign journalist trainers needed

The Center for Foreign Journalists is looking for senior and retired news executives who want to spend time in a developing country training foreign journalists. The center has received numerous requests for names of such executives from U.S. organizations involved in training foreign journalists.

There already have been more than 40 such training missions sent abroad from the United States this year, and CFJ Executive Director George Krimsky said the number of requests is expected to grow.

In addition to collecting names for the organizations, CFJ itself is taking an active role in training senior and retired journalists for such missions. Assisting the center with a recent one-week training program for 11 U.S. news executives was J. Edward Murray, an experienced trainer and former president of the American Society of Newspaper Editors and the Associated Press Managing Editors.

For more information, contact CFJ, 11690-A Sunrise Valley Drive, Reston, Va. 22091; (703) 620-5984. ☐

Murray (left) and Krimsky listen at a recent meeting in Reston, Va., for U.S. news executives preparing to serve as trainers.

Press groups protest Colombian reporter's treatment in U.S.

ANPA, the American Society of Newspaper Editors and the Reporters Committee for Freedom of the Press separately have asked federal officials to explain why a Colombian newspaper reporter was detained and denied entry to the United States in October.

Patricia Lara of El Tiempo in Bogota was stopped by immigration officials at a New York airport on her way to attend an awards ceremony at the invitation of Columbia University's Graduate School of Journalism.

Lara has filed a $5-million administrative claim against immigration officials.

ANPA filed a Freedom of Information Act request seeking materials accounting for the Immigration and Naturalization Service's including Lara's name in its "lookout book" of aliens who are inadmissible to the United States.

"If she was listed solely because of her writings, there is great reason for concern. If, on the other hand, the government took its action for different reasons, then an explanation of those reasons is in the government's and the public's best interest," said Jerry W. Friedheim, ANPA executive vice president, in a letter to Attorney General Edwin Meese III.

ASNE President Michael G. Gartner said the press cannot protest the detention of journalists around the world, such as U.S. reporter Nicholas Daniloff, "and ignore the inexcusable circumstances surrounding the recent detention of Colombian journalist Patricia Lara."

Also protesting were the Committee to Protect Journalists, Inter American Press Association and The Newspaper Guild. ☐

WORLD PRESS NOTES

- The World Press Freedom Committee will sponsor a **world conference on censorship** in London Jan. 16-18. Plans call for more than 100 people to be invited to participate in the conference, which will focus on practical measures to alleviate growing limitations on press freedom.

Arrangements for the conference will be coordinated by Hewson A. Ryan, director of the Edward R. Murrow Center of Public Diplomacy at Tufts University's Fletcher School of Law and Diplomacy.

- ANPA has registered strong protest with the government of Malaysia over **harassment of The Asian Wall Street Journal**.

Disturbed over articles published in the Journal, Malaysia had banned distribution of the paper for three months and expelled two correspondents.

The incident was not the first threat to the U.S. paper in Asia.

- A **Nigerian journalist was killed** Oct. 19 as a parcel delivered to his home exploded when he opened it.

Dele Giwa, editor-in-chief of Newswatch magazine, had been interrogated by Nigerian officials several days earlier when he was accused of plotting a revolution and importing arms.

Newspapers eye keyless offset as a way to reduce waste, manpower needs

Newspapers with offset presses have long complained about the amount of newsprint they waste at the start of the press run as an operator adjusts keys to find just the right balance of ink and water to produce a salable copy.

And when newspapers like the St. Petersburg Times (morning circulation 315,698) and Evening Independent (39,998) spend upwards of $38 million annually for newsprint, the waste can mount up to $500,000 to $750,000.

It is for that reason the St. Petersburg papers will begin testing a keyless or "anilox" offset system next summer. The Graphic Systems Division of Rockwell International (Goss) will convert two units of a Goss Metro press to a keyless inking system that includes anilox rollers and "doctor" blades.

Other U.S. newspapers have tested keyless offset but only in black-and-white printing. St. Petersburg will test color.

> *"We believe that keyless offset is definitely the way offset will go" in coming years.*

In 1977, ANPA unveiled a keyless inking system for letterpress printing; it was the forerunner of adapting flexographic printing methods for newspapers. A short time later, ANPA researchers developed keyless inking for offset presses.

According to William D. Rinehart, ANPA vice president/technical, a keyless inking system for offset presses offers many of the advantages of flexography. In the last couple of years, as flexo's advocates have trumpeted that process's advantages, interest in keyless offset also has been surging, he said.

Like flexography, keyless offset "reduces manning requirements and reduces newsprint waste," Rinehart noted. "We believe, as do many of the press manufacturers, that keyless offset is definitely the way offset will go" in coming years.

The kinship between keyless offset and flexography has been affirmed at Goss, where Vice President and General Manager Les Kraft said some of the research being conducted to produce its first flexographic press has been found applicable to keyless offset.

Other recent examples of interest in keyless offset include these developments:

- The New York Times decided to continue its testing of Goss keyless offset until the end of this year, at which time it will choose whether to convert other units to anilox inking.
- Tokyo Kikai Seisakusho, a Japanese press company, has been testing a keyless offset press in the laboratory and in daily production at a Japanese newspaper. Next spring, the company will release a detailed evaluation of the system's printing performance and marketability.
- Testing of an ANPA-designed anilox offset system continues at the Burlington County (N.J.) Times, where newspaper production executives have reported it has proved to be cost-effective.
- A six-month test of keyless offset last year at The Commercial Appeal in Memphis left the newspaper's director of operations convinced that keyless offset is indeed the wave of the future.

Next year's test in St. Petersburg will attract even greater attention, of course, because of the addition of the color factor. Ralph E. Imhof, the St. Petersburg printing plant manager, said process color appears on one of every four pages of the Times and Evening Independent.

Imhof said that after observing the black-and-white testing in New York City and Memphis, his dailies wanted to determine whether color can be run efficiently and consistently on keyless offset presses. "We like to be innovators," he said, "but not at the expense of what we

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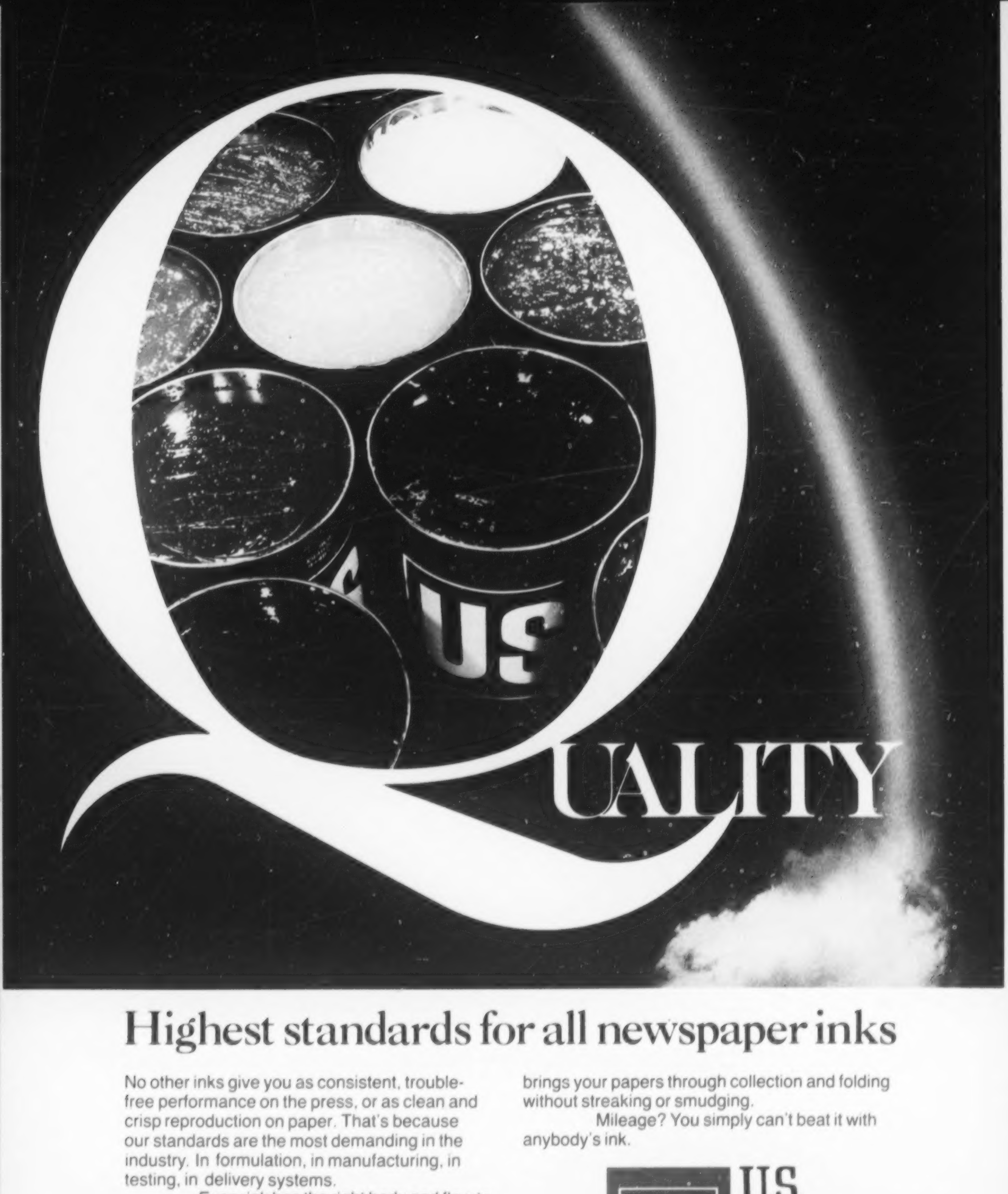

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Imhof said, however, that if keyless offset emerges as a viable press option, "it would save us a great deal of money." Exact figures are difficult to obtain, but press manufacturers said converting an offset press to anilox inking would cost from one-third to one-half as much as buying a new flexographic press.

WORKING OUT BUGS. According to those who already have tested keyless offset, some bugs remain to be worked out, but they believe this will happen as more testing is done.

"The testing we did for six months last year was very experimental and limited, but I feel there's a definite future in keyless offset," said Jim Fenley, director of operations for The Commercial Appeal. For the test there, Goss converted a Metro offset press unit to keyless inking.

"It really makes a lot of sense," Fenley said. "You can reduce manning, conserve ink and get good print quality. I believe most offset presses will be keyless in the not-too-distant future."

Keyless offset works in much the same way that flexography does. An anilox roller engraved with microscopic cells rotates through an ink trough, and the cells carry ink to the plate. The doctor blade wipes away excess ink.

When it works, "It's a thing of beauty. It does everything we want it to," J.A. (Andy) Riggs Jr., senior vice president/operations of The New York Times, told a meeting of the International Newspaper Conversion Group in Washington, D.C., in late October.

However, Riggs compared keyless offset right now to a golfer who shoots well on the first nine holes, then falters on the back nine. He feels its potential is just as great as it was two or three years ago but admits to some frustration with time lost to doctor blade and anilox roller adjustments.

Another problem, Riggs said, is that the testing itself requires closer monitoring of ink, paper and plates. "We don't always have time to do that. We have a lot of newspapers to produce."

But he emphasized that when the presses are running well, few adjustments are necessary. And the pressmen who work with the Goss keyless inking system every day are convinced the desired consistency will someday be there, he said.

Halfway around the world, field testing of the TKS keyless offset press is also showing promise. John E. Hall, senior vice president with Taft Equipment Sales, the U.S. marketing agent for TKS, said results to date have been "very favorable."

TKS first demonstrated a keyless offset press at ANPA's annual equipment exposition in 1983. After it was shown, the press was taken back to Japan for further research.

"I believe our tests in Japan have proved that black-and-white can be produced consistently. Now we need to develop color," Hall said.

"Our evaluation will look at everything, including how well plates, inks and paper perform. We will need that kind of detailed information in order to decide whether or not there is a market for such a press. And the people who buy them will want the information before making a switch."

—*Rosalind C. Truitt*

TECHNOLOGY NOTES

- The Graphic Systems Division of Rockwell International (Goss) has introduced a **vertically stacked offset press** for newspapers. The Colorliner, which can print color on both sides of the web, will enable companies to print both newspapers and commercial work on the same press.

The design calls for four vertical units that can print up to 16 process color pages.

According to the company, advantages of vertical stacking include space savings as well as improved registration because distance between printing couples is reduced. The firm said the Colorliner will print up to 75,000 broadsheet copies per hour on straight runs or 37,500 "collect."

The first one has been purchased by The Times Journal Co. of Springfield, Va., and is scheduled for delivery in early 1988.

- The Graphic Arts Technical Foundation has announced a new study to determine the extent of **commercial printing by newspapers**.

GATF says the study will cover more than 7,000 daily and weekly newspapers and will feature profiles of several newspapers in the commercial-printing business.

The completed report is expected to be available next spring.

- Members of all currently organized national flexographic groups recently **formed the International Flexographic Technical Association.**

The group is composed of flexographic technical associations from the United States, Italy, the United Kingdom, France, Japan, Holland and West Germany. National groups are also forming in Australia, New Zealand and Brazil.

One of the umbrella group's first projects will be to compile a reference work, *Flexo Source Guide to Presses, Supplies and Equipment*.

In addition, IFTA is planning to conduct an international awards competition next year for newspaper and other types of flexographic printing.

- Also on the flexographic front, the U.S. Flexographic Technical Association has compiled in book form 25 **"Beginning Flexographer" articles** that appeared in its journal during 1984-85.

Covering such topics as inks, substrates and press maintenance, the articles are based on formal papers and workshop presentations.

The book costs $12 for FTA members and $24 for non-members. To order, contact David Pastrich, director of training and education, FTA, 95 W. 19th St., Huntington Station, N.Y. 11746.

TECHNOLOGY CALENDAR

- **TypeView '87,** a seminar sponsored by National Composition Association, will be Nov. 14 at the Royal Sonesta Hotel in Cambridge, Mass.

- The National Printing Equipment and Supply Association will hold its **Print Outlook Conference** Dec. 1-2 at the Hyatt Regency Capitol Hill in Washington, D.C.

- **Paper and Ink Problems in the Pressroom,** a seminar sponsored by the Graphic Arts Technical Foundation, will be Nov. 22 at American Host Farm Resort in Lancaster, Pa.

- **Computer Graphic Arts**, a seminar, will be Dec. 7-10 at the Marriott Marquis in New York City.

- A seminar on **Color Separation and Electronic Scanning**, sponsored by the GATF, will be Dec. 13 at the Greensboro/High Point (N.C.) Marriott.

- Expocounsul International will sponsor a **Microcomputer Graphics Show and Conference** Dec. 17-19 at the Jacob K. Javits Convention Center in New York City.

- **Graphics of the Americas '87,** a graphic arts trade show, will be Jan. 23-25 at the Miami Beach Convention Center.

Speeches

William R. Hertter

Jennie Buckner

Brigette Rouson

Thomas Norton

Single copies of the following speeches are available from the ANPA Public Affairs Department at The Newspaper Center, Box 17407, Dulles Airport, Washington, D.C. 20041:

Libel and the Cost of a Free Press
James Hoge, president and publisher, Daily News, New York City. American Bar Association's Forum Committee on Communications Law seminar, New York City, Sept. 17

Four "Ps" That Can Spell Trouble for Circulation Departments
William R. Hertter, president, Central States Circulation Managers' Association, and circulation manager, The Pantagraph, Bloomington, Ill. CSCMA fall conference, Madison, Wis., Sept. 21

How Editors Can Better Relate to Readers
Jennie Buckner, managing editor, San Jose Mercury News. International Newspaper Promotion Association annual Western Region conference, Las Vegas, Sept. 24

The Total Newspaper
Paula L. Markiewicz, executive director, INPA, Reston, Va. International Federation of Newspaper Publishers Management Marketing Conference, Brussels, Belgium, Oct. 10

Black Women and the Media: Remembering, Recording and Recruiting
Brigette Rouson, ANPA counsel. Alpha Kappa Alpha sorority luncheon honoring black women in the media in the Twin Cities, Minneapolis, Oct. 11

Development Journalism and a Free Press
Dana Bullen, executive director, World Press Freedom Committee, Reston, Va. Statesman of India Awards Day seminar, Calcutta, Sept. 15

The First Amendment—Protector of the Minority Point of View
Christie Hefner, president, Playboy Enterprises, Chicago. National Press Club, Washington, D.C., Aug. 20

In Search of Management Rights
L. Michael Zinser, attorney at law, King & Ballow, Nashville. National Newspaper Association annual convention, Nashville, Sept. 25

From the ANPA Health and Safety Symposium, Oct. 2-3, Denver:

Implementing a "Wellness" Program
George R. Cashau, ANPA director/technical research

Common Newspaper Safety Problems and Solutions
Thomas Stewart, safety manager, Sentinel Communications Co., Orlando

Case Histories of Two OSHA Compliance Inspections
Michael G. Manfro, manager/safety and environmental affairs, Los Angeles Times

Rocky Mountain News' Employee Assistance Program
Andrew J. Martelon, personnel director, Rocky Mountain News, Denver

An Asbestos Abatement Program
Carl V. DiGioia, safety engineer, Risk Control Inc., New York City

The Morristown Daily Record Waste Management and Disposal Options
Thomas Norton, assistant production director, Daily Record, Morristown, N.J.

New guidelines suggested for standardized retail research

Standardization, a key prescription in efforts to improve the financial health of newspapers, has reached another area—research.

Publication of the Future of Advertising Project's "Guidelines for Standardized Retail Research" in September concluded years of work by several newspaper organizations on how to present research data to retail advertisers [**presstime**, June 1986, p. 64].

"It happened in less than two years, and I didn't think it would happen in my lifetime," said Lee M. Dubow, senior vice president of corporate sales promotion for Belk Stores Services in Charlotte, N.C.

Representing the National Retail Merchants Association, Dubow had worked with committees of the International Newspaper Advertising and Marketing Executives, the Newspaper Research Council, and the Newspaper Advertising Bureau to develop the guidelines.

The final version of the guidelines was hammered out by a subcommittee of the Marketing Data Task Force of the Newspaper Advertising Bureau's FOA project. The subcommittee was headed by John T. Mennenga, senior vice president/marketing and research for the newspaper rep firm of Sawyer-Ferguson-Walker Co.

Retailers "never questioned we put out a lot of research. But they wanted it to be easy to read," said Albert (Tappy) August, assistant advertising director of Richmond (Va.) Newspapers. "The key word is 'packaging.'"

The guidelines spell out uniform ways to gather and present data, including demographics, methodology and format.

"Now if Belden (Associates in Dallas) does a study for a newspaper in Maine and Simmons (Market Research Bureau in New York City) does one for a paper in Oregon, the information coming out of these will have the same common questions, demographic breaks and format," said Mark Mattison, media information and systems manager for Knight Ridder Newspaper Sales.

The result of this uniformity, said Belk Stores' Dubow, is that large retail advertisers may be more likely to include more newspapers in their advertising schedules.

"Major markets we understand," but without comparable research data, many others are "sort of nonentities," said Dubow, whose company has 350 stores in 16 states and currently advertises in more than 225 newspapers.

Those supporting the guidelines also made it clear that they are "minimums" and in no way limit additional research conducted or commissioned by individual newspapers.

Also recently produced through another FOA task force—Readership and Retention—is a "working paper" on circulation retention by John Mauro, former research director of Richmond-based Media General Inc.

Unlike the guidelines for retail research, "Promoting Circulation Sales" poses questions. According to Mauro, the main one emerging from an analysis of the strategies employed by 15 newspapers of various sizes is this: What kind of sales pitches should a newspaper use?

Former Scripps Howard executive Robert H. Hartmann is chairman of the Marketing Data Task Force, and Baltimore Sun Publisher Reg Murphy heads the one on Readership and Retention.

Copies of both publications are available from NAB, 1180 Avenue of the Americas, New York, N.Y. 10036, (212) 921-5080, ext. 397. The cost is $3 for the research guidelines and $3.25 for the circulation report. □

Another paper goes to one ad rate

Rate parity—a long-time demand of national advertisers—has claimed another ally—The Globe and Mail of Toronto.

Beginning Jan. 1, 1987, the differential between national and retail rates will be virtually gone at the Canadian daily.

To accomplish this, the paper has "aggressively moved up retail rates and held national rates flat or reduced them," says Marketing Director Mike Soliman.

Replacing this rate differential is a more clearly defined system of pricing ads by the newspaper section in which they appear. Under this system, the prime section is business, then front-section news, followed by sections like fashion, travel, entertainment and sports.

"It's almost like the television approach, where we are saying, 'prime time is one thing and morning shows are another,'" says Soliman. "We don't have a line rate anymore."

At the same time, The Globe and Mail has raised its overall rates only 3 percent, instead of the 6- to 12-percent hikes of the past, he says. "We have said to our advertising community: 'As we get our act together, we will pass on our savings to you.'"

Although confident these choices will be profitable in the long run, Soliman says "it's a fairly gutsy move because it is costing us some money in the transitional phase."

At least two other newspapers have launched ad-parity programs this year. They are The Wichita (Kan.) Eagle-Beacon and The Toronto Sun [**presstime**, Sept. 1986, p. 51]. □

'Goodwill' writeoff leaves Advo with large loss

Advo-System Inc., one of the largest direct-mail operations in the country, reported a third-quarter net loss of just over $48 million, or $4.16 per share, compared with a net loss of $5.615 million, or 48 cents a share, for the same period of 1985.

But the company said the new figure does not portray its true financial picture, which, it said, is positive.

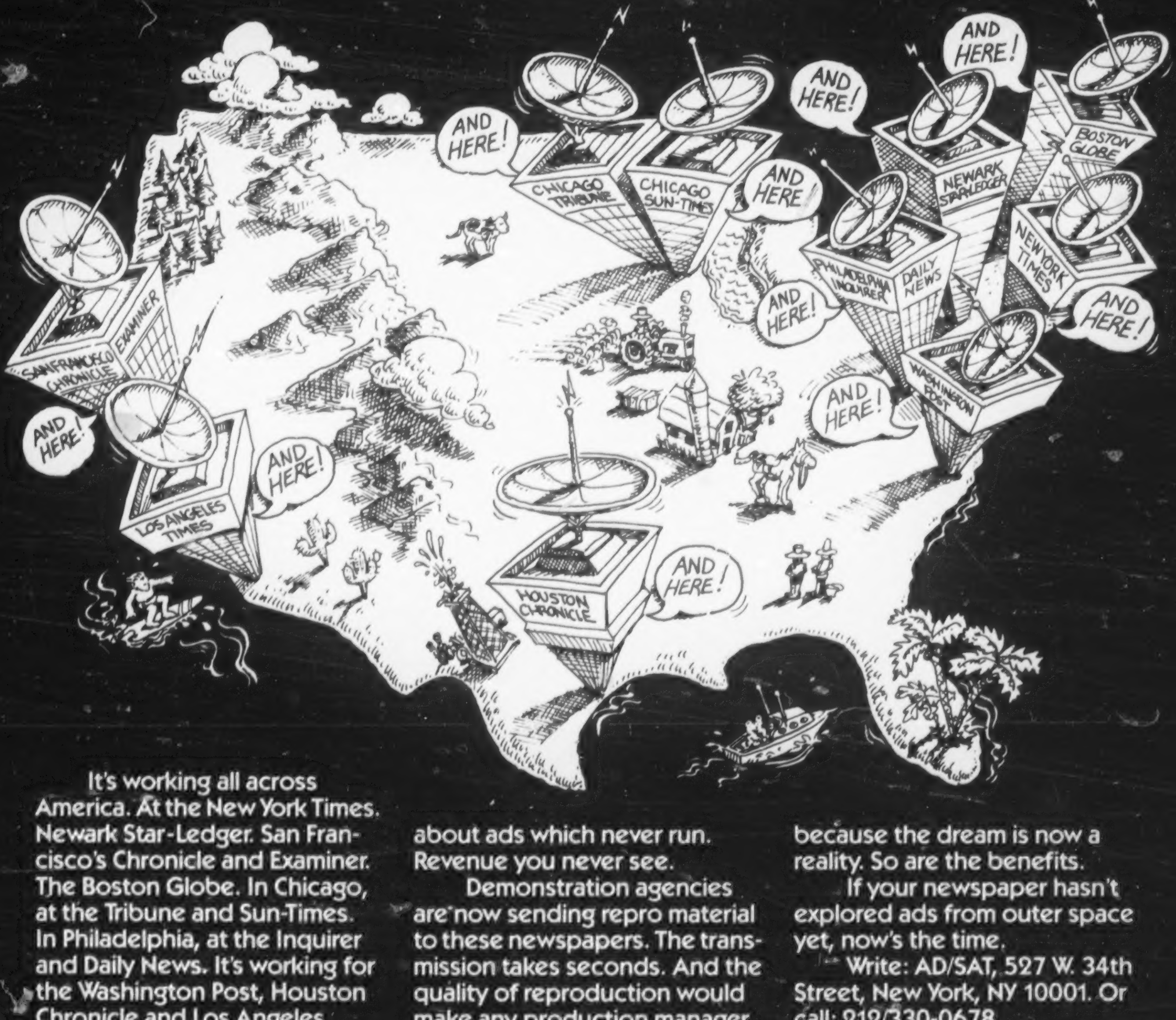
Craig Humphrey, Advo vice president of financial development, said the reason for the large net loss is a one-time, pre-tax "goodwill" write-off of $75.2 million. "The goodwill entry has nothing to do with operations, nothing to do with cash flow," he explained.

Without counting the goodwill loss, Humphrey said, the company had a pre-tax profit for the quarter of $2.15 million.

The goodwill was an "intangible asset" added to the books when John Blair & Co. purchased Advo in March 1984, he said. All of that goodwill has been written off in conjunction with Advo's recent purchase by Warburg, Pincus Capital Partners [**presstime**, Sept. 1986, p. 50].

The fourth quarter will reflect no goodwill and "is going to be profitable," Humphrey said. □

THE ADS FROM OUTER SPACE ARE HERE!


SAN FRANCISCO CHRONICLE
EXAMINER
AND HERE!
LOS ANGELES TIMES
AND HERE!
AND HERE!
CHICAGO TRIBUNE
CHICAGO SUN-TIMES
AND HERE!
AND HERE!
AND HERE!
NEWARK STAR-LEDGER
BOSTON GLOBE
PHILADELPHIA INQUIRER
DAILY NEWS
NEW YORK TIMES
AND HERE!
AND HERE!
AND HERE!
WASHINGTON POST
HOUSTON CHRONICLE
AND HERE!

It's working all across America. At the New York Times. Newark Star-Ledger. San Francisco's Chronicle and Examiner. The Boston Globe. In Chicago, at the Tribune and Sun-Times. In Philadelphia, at the Inquirer and Daily News. It's working for the Washington Post, Houston Chronicle and Los Angeles Times.

These are pioneer AD/SAT newspapers. AD/SAT – the satellite network that's linking advertising agencies with newspapers, to deliver ads at the speed of light. Eliminating the late, the mangled, the lost and the unreproducible. Ending your worries about ads which never run. Revenue you never see.

Demonstration agencies are now sending repro material to these newspapers. The transmission takes seconds. And the quality of reproduction would make any production manager dance for joy.

What's more, there's also the added bonus of an electronic message system – for the first time directly linking ad agencies with newspapers and their representatives.

The number of AD/SAT newspapers is rapidly growing, because the dream is now a reality. So are the benefits.

If your newspaper hasn't explored ads from outer space yet, now's the time.

Write: AD/SAT, 527 W. 34th Street, New York, NY 10001. Or call: 212/330-0678.

AD/SAT.

We deliver newspaper ads at the speed of light.

Workers tell of drug problems

In its "Among Ourselves" house organ, the Los Angeles Times is running a series of first-person articles by employees who are recovering alcoholics and/or drug addicts.

In the articles, the employees detail the extent of their addiction and the steps they have taken toward recovery. The publication noted that alcohol abuse and drug addiction are problems common to an estimated 15 percent of Times employees.

The newspaper, which has an employee assistance program, began screening job applicants for drugs last year [presstime, Nov. 1985, p. 58].

The series originated from the suggestion of employees who meet regularly as a support group. They asked their employee assistance program counselors if it would be helpful to share their experiences with other employees. The counselors presented the proposal to management.

"It's timely and good that information is being shared and the seriousness of the problem is coming to light," said James D. Boswell, vice president of employee and public relations. "All of it is part of an ongoing drug and alcohol education program that we have at the Times."

In the first installment, published in the September issue of the house organ, a middle-management employee described his experiences with cocaine, LSD, marijuana and alcohol. "I remember one occasion where I mixed cocaine with white baking flour to try and cut it," he said. "I sniffed it all with the white baking flour. I baked bread in my nose. I was sick! It was terrible!"

The employee also said he remembered returning to the office after drinking margaritas at lunch and giving telephone callers "any outrageous lie I needed to tell to get them off the phone because I could not understand what they were talking about. All I knew was that I couldn't communicate."

Drawing for "Among Ourselves" by Nancy Ohanian

The third-generation Times employee said there were times when he would try to control his drinking. "I would know that I had specific responsibilities that I had to fulfill and so instead of drinking eight or nine pitchers of margaritas, I would drink two or three." He said he hit rock bottom when he woke up one morning to find he had driven a company car into a cinderblock wall.

After entering Alcoholics Anonymous, he said he regained control of himself. "I've been promoted into management in my sobriety. I'm interested in my career at The Times. I have a greater interest and enthusiasm in being able to contribute to this organization than I ever had. I loathed this organization for nine years, and I've been here 10. Now I like it."

In the second of the series, published in October, a female employee said she "bought most of my drugs," including Quaaludes, "here in the company."

She also said she drank every day at lunch. "I started getting promotions, and I was still drinking," she said. "I always felt like I wasn't really good enough for these wonderful things happening to me. I thought, 'Boy, if they ever find out how much I drink. . . .'"

She also sought help from AA. "I've been sober since that first meeting," she wrote. "Everything's changed for me. My attitude about the job is so much better. My home life, my level of serenity, they're just like gifts. It's far beyond anything I ever imagined.

"I know there are a lot of women out there who are embarrassed, and they think that it's not a ladylike thing to have this disease. But alcoholism affects all classes of people, male and female.

"What [an alcoholic woman] has to remember is that the best thing that she could do for herself and the people around her is to seek help." ☐

Court denies damages to discharged employee in Hartford case

The Connecticut Supreme Court has upheld The Hartford Courant in a suit filed by a former circulation department employee seeking damages for wrongful discharge and for the infliction of emotional distress.

The employee was fired in 1981 on grounds he had misappropriated company funds. He alleged that his discharge was based on a false accusation.

At issue was whether the plaintiff was covered by the "public policy" exception to the general proposition that a non-contractual employee can be discharged "at will." The court noted that an employer is allowed, in ordinary circumstances, to make personnel decisions without fear of incurring civil liability. Employee job security, however, is protected against employer actions that contravene public policy [presstime, Sept. 1986, p. 32].

The former employee alleged that the company had "negligently investigated" the circumstances surrounding his discharge. But the appeals court agreed with a lower court's conclusion that such an allegation does not mean there was "an important" violation of public policy.

In addition, the court said that the plaintiff's allegations were insufficient to maintain an action for unintentional infliction of emotional distress.

(Morris v. Hartford Courant Co., No. 12756) ☐

No miscarriage risk found in VDT work

Scientists at the University of Michigan have concluded that pregnant women who work at video display terminals for fewer than 20 hours a week do not have an increased risk of miscarriage.

The study found a slight—but not "statistically significant"—increase in the number of miscarriages among women who worked more than 20 hours a week at VDTs. More research is needed in this area, the scientists said.

The researchers selected 728 women for in-depth personal interviews from 4,215 Michigan state employees who responded to questionnaires.

Another study of possible adverse effects on pregnancy from the use of VDTs is under way at the National Institute for Occupational Safety and Health [presstime, July 1986, p. 64]. ☐

ITU awaits outcomes of referendum on CWA merger and elections

The future course of the International Typographical Union will be charted by the end of November when ballots are counted in a membership referendum vote on merging with the Communications Workers of America.

The merger is expected to be approved by the members. It would change the ITU into the Printing, Publishing and Media Workers Sector of the CWA [presstime, Sept. 1986, p. 56].

The mail-ballot referendum is being conducted by the American Arbitration Association, with a cutoff date of Nov. 19 for receipt of ballots at AAA headquarters in New York City. The ballots will then be sent to AAA's Denver office for counting Nov. 25.

Also to be tallied are the ballots in the election for international officers, including a challenge by Vice President Allan J. Heritage to the incumbency of President Robert S. McMichen.

Meanwhile, the efforts of one large mailer local to disaffiliate from the ITU has resulted in a disruption of collective bargaining at some newspapers in the San Francisco Bay area. San Francisco-Oakland Mailers' Union No. 18, with about 870 members, had voted 388-75 to disaffiliate from the ITU. But the international union, with the approval of U.S. District Judge Thelton E. Henderson, put the local into trusteeship under the supervision of ITU International Representative Kenneth N. Prairie.

Lawyers for the ITU successfully argued before Henderson that the disaffiliation vote should not be recognized. The ITU's bylaws stipulate that an affiliate's vote to break away from the union is invalid if 15 or more members appeal. After the vote, the mailers' union asked its members by mail ballot if they wished to join forces with the Teamsters, but the ballots were impounded under an order from Henderson.

While the appropriateness of the trusteeship was being litigated, two newspaper companies that had been in new contract negotiations with the mailers' local filed representation petitions with the National Labor Relations Board. The San Francisco Newspaper Agency, the company that handles non-editorial functions of the San Francisco Chronicle and the San Francisco Examiner, and The Modesto Bee asked the board to determine what union, if any, represented the mailers' units at their plants.

The NLRB has agreed to process the Modesto petition, but it has taken no action on the one from the San Francisco agency. The agency has said it will not bargain with the mailers until their bona fide representative is determined.

Elsewhere, in late October, members of Minneapolis-St. Paul Mailers' Union No. 4 voted 227-1 in favor of representation by the Teamsters. They had voted 246-6 earlier in the month to dissaffiliate from the ITU.

—*Clark Newsom*

NLRB orders newspaper to resume bargaining on new agreement

The NLRB has ordered The Idaho Statesman of Boise to resume bargaining with a union and to restore the working conditions that existed before the company put its final proposal for a new labor agreement into effect.

The newspaper is appealing the order in the U.S. Court of Appeals, District of Columbia Circuit.

The case arose during negotiations with Typographical Union No. 271 over a new contract for mailroom employees. The company proposed, among other things, that trainees covered by the previous agreement be absorbed into a new "helper" classification that would not be covered under the new agreement. Helpers' wages and working conditions would be set unilaterally by the company.

The company put its proposal into effect in October 1985 after the union rejected it.

An administrative law judge found that the company had violated the Taft-Hartley Act by insisting to an impasse on a change in the bargaining unit's "scope"—that is, a change that takes union representation away from employees who previously had it.

The three-member board panel agreed with the judge that the company had violated the act by bargaining to an impasse over a non-mandatory subject [presstime, July 1986, p. 73].

(The Idaho Statesman and Boise Typographical Union, 281 NLRB 41) □

NLRB upholds work assignment

In an NLRB case, The News Tribune of Woodbridge, N.J., has been upheld in its assignment of newspaper delivery work to employees of a non-union distributor.

The Newspaper and Mail Deliverers' Union of New York and Vicinity had claimed its members were entitled to the work because of an agreement made with the newspaper's former owner and because of its certification in 1971 as the bargaining representative of drivers.

Assets of The News Tribune were purchased in 1985 by Macromedia Publishing Co. of Hackensack, N.J. The deliverers' union picketed the newspaper in an effort to have the work assigned to its members [presstime, Feb. 1986, p. 55].

The board said the case involved "a traditional jurisdictional dispute" between two competing claims for the work.

It found "reasonable cause to believe" that the deliverers' union had violated the Taft-Hartley Act in its attempts to force the daily to assign the work to union employees, and that the case was properly before it for a determination pursuant to Section 10(k) of the act.

Accordingly, the board awarded the work to the independent distributor's employees based on the company's preference and economy and efficiency of operations.

(Newspaper and Mail Deliverers' Union of New York and Vicinity and Macromedia Publishing Co., 281 NLRB No. 95) □

B.C. appeals panel reaffirms decision upholding unions

An appeals panel of the Labor Relations Board of British Columbia has ruled against Pacific Press Ltd., publisher of The Vancouver Sun and The Province, in a dispute over the refusal of union members to handle certain advertising.

The board had ruled in 1985 that the workers did not violate provincial labor law when they refused to perform work associated with advertising from a company/that had been declared "unfair" by the local labor federation [presstime, July 1985, p. 62].

Pacific Press will appeal the board's decision in provincial court. □

Violations of FLSA charged in two suits against newspapers

Suits alleging violations of the overtime provisions of the Fair Labor Standards Act have been filed against two newspapers, and a third is being investigated by the U.S. Department of Labor's Wage and Hour Division.

These developments are taking place while a federal judge's decision is being awaited in the case involving the Concord (N.H.) Monitor's contention that reporters are professional employees exempt from coverage under the act [presstime, Aug. 1986, p. 49].

In the new situations:

- Five editorial employees filed suit in U.S. District Court alleging that The Washington Post owes them "and others similarly situated" overtime pay. They claim that hours worked in excess of 40 hours a week were not paid for at a rate of one and one-half times the regular rate, as required by the act.

The suit, brought by two reporters, two assistant editors and a news aide, alleges that the Post unlawfully compensated them by providing compensatory time off at straight-time rates in lieu of overtime. The company refused to pay overtime "on the asserted ground that the department or Post budget did not allow the payment of overtime wages," according to the suit.

The plaintiffs said the company "has intentionally and willfully" maintained a system of rules and policies designed to discourage them and others from seeking compensation required by the FLSA. The suit seeks as-yet unspecified damages plus attorneys' fees.

- The Labor Department filed a suit in U.S. District Court alleging that the Norwich (Conn.) Bulletin owes overtime pay to circulation district managers. The suit also alleges that part-time mailroom workers who were paid on a piecework basis did not receive minimum wages.
- A wage-hour compliance officer has conducted an investigation involving all employees of The Columbia (Mo.) Daily Tribune. The newspaper had not received a report on the investigation by press time. ☐

NLRB seat filled

The U.S. Senate Oct. 18 confirmed the nomination of Mary Cracraft, a Kansas City, Mo., attorney, to fill the vacant fifth seat on the National Labor Relations Board. Her term will run through 1990. ☐

Congress bars mandatory retirement, sets fines for hiring illegal aliens

Shortly before adjournment, the 99th Congress passed two sweeping employment bills. One forbids most employers from setting a mandatory retirement age. The other provides criminal and civil penalties for employers who in the future knowingly hire aliens not authorized to work in the United States.

President Reagan is expected to sign both measures into law.

The bill repealing the mandatory-retirement age amends the Age Discrimination in Employment Act of 1967. The act initially prohibited people from being required to retire before age 65. The limit was raised to age 70 in 1978.

Under the amended act, that cap would be removed Jan. 1 for companies employing more than 20 workers. It also requires employers to continue the same group health insurance for workers over 70 as is offered to younger workers.

There are exemptions for a seven-year period that cover police, firefighters and tenured academic faculty.

Robert E. Brophy, vice president of human resources for Scripps Howard in Cincinnati, said he does not view the legislation as a matter of major concern for the newspaper industry. "Historically," he said, "newspapers have not been concerned with the age requirement in terms of retirement." Brophy is chairman of the ANPA Human Resources Committee's Health and Welfare Subcommittee.

As for the recently passed Immigration Reform and Control Act of 1986, Claudia M. James, ANPA assistant general counsel, said newspapers should "review the requirements of the law to ensure they are in full compliance."

The act calls for employer fines ranging from $250 to $2,000 for the first offense, $2,000 to $5,000 for a second, and $3,000 to $10,000 for subsequent ones. For "pattern or practice" violations, employers could also face six months in prison.

No fines would be levied during a six-month "education" period following the bill's enactment.

Employers would be required to verify new hires by examining either a U.S. passport or a combination of a birth certificate or Social Security card with a driver's license or alien identification card known as a "green card." ☐

NLRB elections

Cincinnati Enquirer, GCIU: Paper handlers voted 13-5 against their inclusion in a unit of pressmen represented by Local 20-M of the Graphic Communications International Union.

(NLRB Case No. 9-RC-14950)

Kingston (N.Y.) Daily Freeman, Guild: Circulation drivers voted 2-2 against representation by Local 180 of The Newspaper Guild. A majority vote is required for a union to win representation rights.

(NLRB Case No. 3-RC-8934)

San Jose Mercury News, GCIU: Photoengravers voted 15-9 in favor of continued representation by Local 583 of the GCIU.

(NLRB Case No. 32-RD-735)

Recent contract settlements

Calgary (Alberta) Herald, independent: Five-year agreement covering composing room employees; retroactive to July 1, 1986.

Memphis Commercial Appeal, GCIU: Two-year agreement covering pressroom employees; retroactive to Feb. 1, 1986.

Milwaukee Journal and Sentinel, GCIU: Three-year agreement covering platemaking employees; retroactive to May 1, 1986.

San Diego Union and Tribune, ITU: One-year agreement covering composing room employees; retroactive to Sept. 1, 1986.

(Details in October and November 1986 issues of the ANPA Labor & Personnel Relations Letter.)

Dayton group votes to affiliate with Guild

Newsroom employees of the Dayton (Ohio) Daily News/The Journal Herald represented by the independent Dayton Newspaper Editorial Association have voted to affiliate with The Newspaper Guild. The legality of the vote, however, is being challenged by a group of employees.

The employees voted 56-49 to affiliate immediately after voting 57-49 to ratify a new three-year labor agreement that had been negotiated by the independent union.

The Guild has filed charges with the NLRB alleging that the company unlawfully refused to implement the new agreement, which had not been signed by late October. The company, meanwhile, has put new pay scales into effect, but it refuses to recognize other provisions related to union security.

The group of employees opposed to the Guild filed charges with the NLRB alleging that the vote was not taken in conformity with the independent union's constitution. The company has filed a brief with the NLRB contending that there is a question of representation.

San Antonio Light ordered to bargain

The NLRB has ordered the San Antonio Light to bargain with Local 25 of The Newspaper Guild over a new labor agreement covering circulation department district managers in the city.

The board agreed with an administrative law judge that the company violated the Taft-Hartley Act in 1980 when it withdrew its recognition of the union as bargaining agent for the employees [presstime, Sept. 1981, p. 36].

The company had relied on petitions signed by 33 of the 56 employees in the unit saying they no longer wished to be represented by the union. But the judge found that two supervisors unlawfully had promised benefits to employees if they disowned the union. Therefore, the company was precluded from relying on the petitions as a basis for withdrawing recognition.

The board also found that the union had violated the act by restricting the right of members to resign.

(The Hearst Corp., San Antonio Light Division, 281 NLRB No. 113)

Firing upheld for breaking pledge

The discharge of a security guard at the Detroit Free Press for violating a "last chance" reinstatement agreement has been sustained by an arbitrator.

The grievant had been suspended for an incident involving consumption of alcohol on the job. He was subsequently referred to the company's employee assistance program in an effort to overcome any alcohol-related problem.

With the concurrence of his union, Local 79 of the Service Employees International Union, the guard entered a company-paid, 28-day hospitalization/alcohol rehabilitation program at the Oxford Institute near Detroit.

Following treatment, the grievant met with union and company representatives and an Oxford consultant to discuss a resolution of his suspension. A key document presented by the grievant at the meeting was titled "My Aftercare Plan," which was part of an out-patient rehabilitation program he had agreed to follow.

Under the plan, the grievant agreed that for a minimum of one year he would:

- Review with the plant nurse on a daily basis his use of Antabuse, a drug that produces an intolerance for alcohol
- Participate in Alcoholics Anonymous meetings and have his attendance verified
- Call the Oxford consultant once a month
- Seek continued treatment at a community clinic.

The grievant then signed the "last chance" agreement, which incorporated his aftercare plan. It stated that if he failed to abide by the terms, he would be subject to immediate discharge.

About six months after he returned to work, the company learned he was not taking Antabuse, and he was again suspended pending an investigation. At a subsequent meeting with company and union representatives, the guard also was unable to verify his attendance at AA meetings and was subsequently discharged.

Arbitrator David W. Grissom found no evidence that the guard had signed the agreement under duress. He also found that the agreement was neither vague nor ambiguous. In the arbitration hearing, the grievant admitted that he had not attended AA meetings as required.

Grissom said that under the circumstances, he was "bound to honor the integrity" of the agreement.

Additional arbitration awards

Baltimore Sun, Guild: Joseph M. Sharnoff sustained the discharge of a circulation department telephone clerk for deliberately cutting off customers.

Philadelphia Inquirer and Daily News, Guild: Andrew S. Price ruled that the company did not violate the labor agreement when it refused to grant a leave of absence to a classified advertising clerk so that she could work at the union's office for about four months as a secretary-clerk.

San Francisco Newspaper Agency, Teamsters: Emily Maloney sustained the discharge of a circulation district manager for engaging in acts of physical violence—including use of a knife—while on the job. The incident involved a traffic dispute the district manager had with the driver of another vehicle.

San Jose Mercury News, ITU: William Eaton ruled that the company did not violate the labor agreement by having classified advertising employees, rather than composing room workers, prepare dummy pages by computer.

Wall Street Journal, ITU: Walter E. Boles Jr. sustained the discharge of a printer for removing computer equipment from the Dallas plant without permission.

Washington Post, Guild: Walter A. Maggiolo upheld the union by ruling that a writer was not an independent contractor but an employee covered by the labor agreement.

Washington Post, Guild: Jacob Seidenberg upheld the company's refusal, under its "no nepotism" policy, to hire the son of an employee as a permanent employee.

Youngstown (Ohio) Vindicator, Guild: Hyman Cohen ruled that the company properly refused to grant leaves of absence to two employees to attend an arbitration hearing. The newspaper had arranged their work schedules in such a way as to enable them to attend the hearing on one of their days off.

(Full texts are available from the ANPA Human Resources Department at The Newspaper Center, Reston, Va.)

Price increases to hold, this time

After failing in seven attempts to do so over the past two years, North American newsprint producers have managed to raise prices from $535 to $570 a metric ton. However, even though suppliers, newsprint analysts and newspaper buyers agree the price increase will stick this time, the consensus is that the new prices won't actually go into effect until Jan. 1.

In some cases, mills are charging the new price, then giving customers discounts covering the $35 difference.

The increase comes in spite of the fact that last spring many analysts flatly stated there would be no increase this year. In late summer, the predictions weren't as emphatic, but doubts were nonetheless expressed that an increase would hold [**presstime**, Aug. 1986, p. 56].

A crystal ball gone haywire? Sort of, but Richard L. Johnson, senior vice president/marketing for Abitibi-Price Sales Corp., said the signs were there all along, and some observers simply failed to read them correctly.

First, Johnson noted, newsprint consumption is growing. During the first eight months of this year, U.S. users consumed 3.4-percent more than they did in the same period of 1985. "We are running flat out, and the demand is still outpacing the production," he said. His firm is the sales and marketing arm for Abitibi-Price Inc., the Canadian company that is the world's largest producer of newsprint.

Elsewhere, an executive of one U.S. newsprint manufacturer, who asked that his company not be identified, said it is "delighted with the price increase."

He said newsprint producers had insisted for several months that rising consumption and other economic factors would force prices to rise, despite the objections of buyers. "No one believed us."

Among the other factors cited by newsprint observers were these:

- Strikes this year in British Columbia, New Zealand and Texas created unexpected downtime for mills and cut production. Consumption climbed throughout the year, and the result was a decrease in stocks. At the end of August, U.S. daily newspaper publishers had a 38-day supply on hand, compared with 44 days' worth a year earlier.
- Newsprint producers, after being thwarted in the past, were determined to stand fast and keep the price increase uniform this time. In the recent past, when buyers balked at a higher price, a few mills backed down, giving users the option of shopping around.
- The recent weakening of the U.S. dollar has diminished the Canadian mills' return on sales to U.S. users. Canada supplies more than half of the newsprint consumed in the United States.
- It was simply time. Newsprint producers have complained that they needed the price increase two years ago, and that because they failed to get it, necessary capital improvements were put off. As a result, they said, the mills aren't as productive as they could be.

Abitibi's Johnson said recent history has shown that price increases often stall for several months, only to be followed by a rapid succession of increases. He feels history may repeat itself because the failure to get an increase the past two years has meant decreased profits for shareholders.

William Metzfield, who buys newsprint for Gannett Co., acknowledged that the climate for an increase was right. Does that mean that the pendulum will swing from a buyers' market to a sellers' market? Metzfield characterized the emerging situation as "equilibrium" between the two sides.

Homer E. Taylor Jr., vice president of operations/manufacturing and supply for Scripps Howard, agreed, adding: "I think what we'll have is a more balanced market. I don't think either the buyers or the sellers will have an upper hand. 1987 will be an interesting year because it's hard to predict exactly what will happen."

North American newsprint mills announced this latest increase in July, primarily because most contracts call for a 90-day notice of such increases.

Newsprint consumption for all U.S. users has increased each month of 1986, ranging from 5.7-percent increase in January to a 0.4-percent increase in March.

The last increase, in which the list price for newsprint went from $500 to $535 per metric ton, came in the midst of heavy coverage of the 1984 Summer Olympics in Los Angeles and the presidential election campaign, and after several paper mills in British Columbia were closed by lengthy strikes. —*Rosalind C. Truitt*

Kenaf project advances

With the pulping of 35 tons of "kenaf" in October, Kenaf International moved a little closer to the reality of building and operating the first full-time newsprint mill in the United States that would use the fast-growing plant as a substitute for wood pulp.

According to Jerry K. Stanners, chief executive officer of The Bakersfield Californian, 50 acres of kenaf were harvested, baled and shipped to Ohio where pulping was done at the C.E. Bauer mill in Springfield.

The Bakersfield daily owns 42.5 percent of Kenaf International. Another 42.5 percent is owned by Agrifuture Inc. Charles S. Taylor, general manager of KI, owns the remainder of the company.

Stanners said KI was pleased with the initial pulping tests. The newsprint produced was very satisfactory and measured up to conventional newsprint in brightness and opacity, he said.

Other pulping and papermaking trials will be conducted over the next several months. Stanners said during that time KI will seek financing for the proposed mill that would be built in southern Texas, west of Brownsville.

The only kenaf mill that has been developed to date is in Thailand.

A fully operating kenaf facility in Texas would consist of the mill and 25,000 to 30,000 nearby acres of kenaf. Kenaf has the potential to produce five to seven times as much pulp per acre as pine trees [**presstime**, April 1986, p. 67], and the mill would produce an estimated 192,500 metric tons of newsprint annually.

KI's timetable calls for putting the mill into full operation by the end of 1989.

Company officials feel the soil and climate in Texas are ideally suited to kenaf growing.

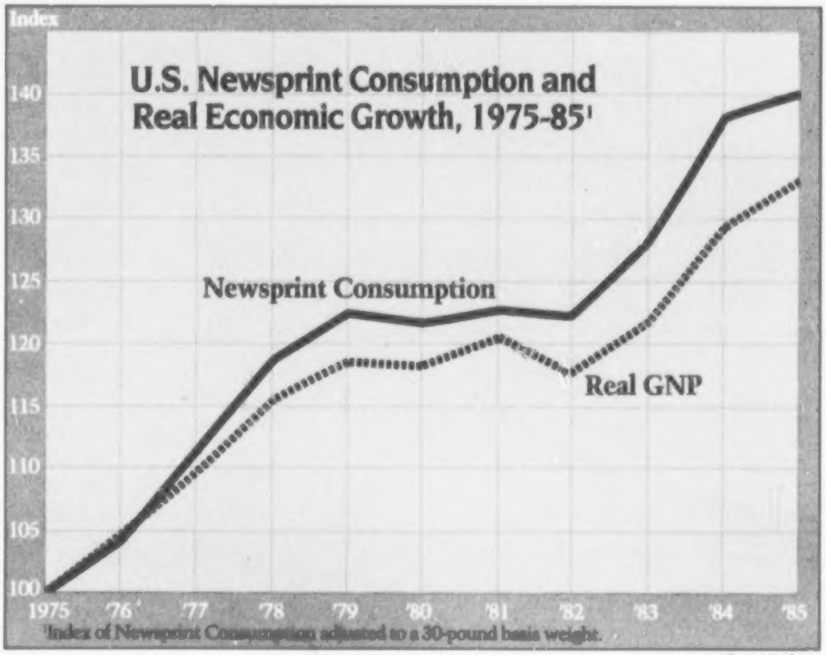
Further development will determine whether kenaf newsprint is cheaper to manufacture than wood pulp newsprint.

KI believes that if enough kenaf newsprint can be produced to supply newspapers on a regular basis, prices will stabilize, Stanners said.

ANPA has been active in advancing kenaf newsprint. In 1980, the Association funded a study that determined kenaf would grow well in warm climates and could be harvested two or three times annually. □

Newspapers' growth, measured by newsprint use, has outpaced the economy since 1975

BY JON G. UDELL



[1] Index of Newsprint Consumption adjusted to a 30-pound basis weight.

Alberto Pacheco

Newspapers and newsprint consumption in the United States have grown more rapidly than the total economy during the last 10 years—a remarkable achievement for a mature industry. (See graph.) Even more important, our nation's newspapers are well-positioned for future growth.

Usually, a healthy but mature industry like the newspaper business grows more slowly than the economy. An expanding economy includes many new products and services that provide most of the economy's growth. Therefore, it is not surprising that for many decades, the U.S. newspaper industry expanded at approximately two-thirds the national economic growth rate.

The above ratio is derived by comparing the expansion of U.S. newsprint consumption to that of the real gross national product. Newsprint consumption by newspapers reflects both changes in content (advertising and editorial) and changes in circulation. Therefore, newsprint consumption measures the real economic growth of newspapers.

Although newspapers' direct share of total U.S. newsprint consumption has declined somewhat, preprinted advertising and editorial linage have grown rapidly. These preprinted inserts, produced on newsprint purchased by others, ultimately become part of the newspaper. Therefore, the total expansion of U.S. newsprint consumption—40 percent during the last 10 years—provides a fairly accurate measure of U.S. newspaper growth.

Why this extraordinary decade-long growth and positive outlook for its continuation? There are several reasons.

First, U.S. newspapers are successful in expanding advertising linage despite an unprecedented severity of competition from other media. In 1985, daily newspapers carried $25.2 billion of advertising—$4.4 billion more than broadcast television and cable TV combined. Last year, newspaper advertising revenues advanced 7 percent, whereas those of the television media rose 5.6 percent.

Dr. Udell is Irwin Maier professor of business at the University of Wisconsin. He is also chairman of the board of the Federal Home Loan Bank of Chicago.

> U.S. *newspapers are likely to be the nation's largest advertising medium for a good many years to come.*

Newspapers' effectiveness as an advertising medium is even greater than revenues suggest because many of the dollars spent on preprinted advertising inserts go to parties other than newspapers, even though the preprints are a part of the newspaper.

Contrary to numerous predictions in recent years, the most vigorous competition for advertising is not coming from the electronic media but from another print medium—direct mail. For example, last year the advertising revenues of that medium rose more than 12 percent, and direct mail is now the nation's third largest advertising medium, exceeded only by newspapers and television. Although direct mail is a vigorous competitor, it is encouraging to see another print medium doing so well in an era of rapidly advancing electronic technology.

As for television, it has reached the maturity stage of its life cycle despite the continuing advance of cable and satellite transmission. The television industry will continue to grow but not at the expense of newspapers and other established media, as was true during its adolescent years.

The more recently emerged electronic media, such as videotex and teletext, are in the early stages of their product life cycles. However, these media are not likely to be formidable competitors at any time in the foreseeable future.

Here is the way things are shaping up:

- U.S. newspapers are likely to continue to be the nation's largest advertising medium for a good many years to come.
- U.S. demographics are favorable to newspapers. People in the 30-55 age group tend to be the most avid consumers of newspapers, and this segment of the U.S.

population is now increasing rapidly. It reached a record 75 million in 1985. More significantly, the Census Bureau projects a 27-percent increase to more than 95 million by 1995. This means the major market for daily newspapers will expand rapidly in the years ahead.

- The quality of newspaper management remains high. Unlike many other industries that wither and die as new competitors emerge, U.S. newspapers through enlightened management have successfully improved their products and services to both advertisers and readers, thus remaining the nation's largest medium of communication.

The advance of management methods, newspaper technology and the quality of U.S. newspapers during the past 20 years has been astounding. Many U.S. newspapers may be aged, but they are anything but feeble.

For all of these reasons, U.S. newspapers are extremely well-positioned for future growth. During the 10 years ahead, U.S. newspapers are likely to again expand at a rate that equals or exceeds that of the U.S. economy.

UPIU contracts ratified

A three-year contract has been ratified between the United Paperworkers International Union and Champion International Corp. at the company's Lufkin, Texas, newsprint mill. Workers will receive increases of a $1,000 lump sum in the first year, 38 cents an hour in the second and 2.5 percent in the third.

UPIU members also ratified a three-year extension to a labor contract at Great Northern Paper Co.'s East Millinocket, Maine, mill. The contract, which had been scheduled to expire July 31, 1987, provides for pay increases of 3 percent in 1988 and 2.5 percent in 1989.

Also on the labor front, negotiations continue between the UPIU and two mills where contracts expired last summer: Augusta (Ga.) Newsprint Co. and U.S. Pulp and Newsprint (Kimberly-Clark) in Coosa Pines, Ala.

In Canada, two of three machines are now operating on a day-to-day basis at MacMillan Bloedel Ltd's newsprint mill in Port Alberni, British Columbia. Production there was interrupted for more than a month when striking International Woodworkers of America pickets refused to allow pulpwood into the mill [presstime, Oct. 1986, p. 65].

Statistics delayed

Newsprint statistics for September were not available at press time. They will be published in the December issue.

NEWSPRINT NOTES

- Manistique Papers Inc. has **completed an 18-month, $21-million renovation** of its newsprint and specialty-paper mill in Manistique, Mich. Production will be increased by more than 40 percent to about 81,000 metric tons a year [presstime, Jan. 1986, p. 54].

- The Quebec government plans to **sell its holdings in Domtar Inc. and Donohue Inc.** The government owns 30 percent of Domtar and 55 percent of Donohue. Sale of the two concerns could net $500 to $600 million [presstime, Oct. 1986, p. 65].

- Mississippi Chemical Corp., a farmers' cooperative, is studying the **feasibility of building a newsprint mill** in northeastern Mississippi. Details on the exact location, size and configuration are not yet available. The study should be completed by the end of the year, according to a company spokesman.

- Abitibi-Price has begun **conversion of one of three newsprint machines** at its Alma, Quebec, mill to make directory paper. Estimated annual capacity of the machine being converted is 65,000 metric tons [presstime, April 1985, p. 56].

- Bowater Inc. announced it will construct **additional waste water storage** at its Catawba, S.C., newsprint mill to keep the plant in full operation. The company had said previously that operations might have to be curtailed because of water shortages arising from this year's drought. The additional waste water storage facility will cost an estimated $4.5 million.

- James River Corp. and its 95-percent-owned Crown Zellerbach Corp. subsidiary have **approved a merger** in which CZ will become a wholly owned subsidiary of James River [presstime, June 1986, p. 77].

North American ports reopen; pact rejected in New Orleans

A three-day strike by the International Longshoremen's Association ended Oct. 3 when management groups at North Atlantic ports agreed to extend the recently expired contract until Nov. 17 and to continue negotiations. The strike closed ports from Maine to Virginia threatening shipments of many goods, including newsprint.

Meanwhile, longshoremen in New Orleans reached a tentative agreement with shipping companies and dock operators. The port had been shut down for nearly five days because of a strike. Settlements were reached at West Gulf ports and tentatively at Mobile, Ala. [presstime, April 1986, p. 52].

Reagan signing ends New England rail strike

President Reagan signed legislation Sept. 30 to end a strike by the Brotherhood of Maintenance of Way Employees against two New England railroads—the Maine Central and the Portland Terminal.

Guilford Transportation Industries, parent company of the railroads, has challenged the constitutionality of the legislation in federal court. Members of the BMWE had been on strike since March 3 [presstime, Oct. 1986, p. 64].

Greyhound may sell bus operations

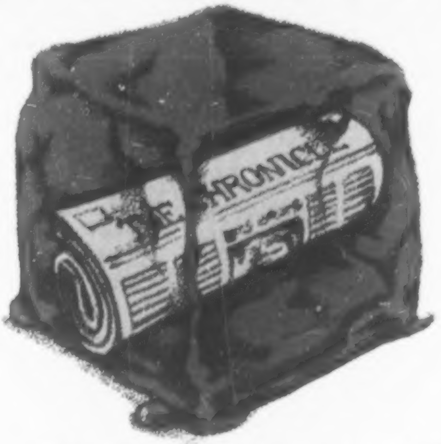
Greyhound Corp. said it will sell its bus operations unless it wins substantial concessions from the Amalgamated Transit Union.

The parties' contract expired Oct. 31. Several parties have been contacted as possible buyers [presstime, July 1986, p. 78].

Merger denied

The Interstate Commerce Commission denied the merger of the Santa Fe and Southern Pacific railroads on grounds that the anti-competitive effects would outweigh public benefits. Santa Fe Southern Pacific Corp. said it will ask the ICC to reconsider [presstime, Nov. 1985, p. 62].

WHAT'S BLACK AND WHITE AND BLUE ALL OVER?



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Experts see prolonged period of mergers, acquisitions

Mergers and acquisitions of newspapers will continue at a rapid rate through this century and into the next, a group of prospective investors was told at a blue-ribbon conference in New York City in October.

Other media properties, including television and radio stations, cable TV, book publishers and trade journals, also will continue to go on the block to be joined with or bought by other companies, according to one of the masters of merger, Christopher J.H.M. Shaw.

Titled "Mergers and Acquisitions in the Media and Communications Industries," the two-day seminar was attended by about 60 financial representatives of various firms at the posh Westbury Hotel.

Those attending represented a wide variety of companies, including magazine, book and newspaper publishing companies, banks, credit corporations, accounting firms and trusts. Shaw and two other speakers noted that virtually all of those in attendance were interested in acquiring media properties rather than selling any they already owned.

It was a meeting at which experts took prospective investors through every step of the acquisition process—how to find the newspaper or other media property of one's dreams, how to finance it and what to do after closing the deal.

The United States contains 35,144 media entities of many descriptions, Shaw said, and they are owned by 3,400 corporations that are continually buying and selling.

Shaw's definition of media entities includes daily and weekly newspapers; shoppers and pennysavers; consumer, trade and scholarly magazines; broadcast stations and cable TV systems; book publishers, and database companies. He said his list does not include some 3,156 newsletters and "other fringe publications."

"So there are enough mergers and acquisitions going on to keep everybody here busy well into the next century," Shaw told the audience.

As chairman of Henry Ansbacher Inc., he has negotiated more than 120 media transactions, including such recent sales as the Louisville newspapers by the Bingham family to Gannett Co. for $300 million, and the New Haven newspapers by the Jackson family to Ingersoll Publications for $170 to $200 million.

Asking rhetorically where all the merging, buying and selling might end, Shaw quoted a client as saying that by the year 2000, all U.S. media might be in the hands of about six conglomerates.

Another speaker, J. Kendrick Noble, took issue with that assessment. Noble, a senior media industry analyst at Paine-Webber Inc., said the constant buying and selling of media properties has resulted in new media entities being formed, with the result that more exist now than ever before.

At the same time, Noble suggested that the *largest* of the media properties may be owned by a half-dozen huge companies by the end of this century.

Shaw said there is a pattern that family dynasties usually follow when they sell their newspapers and other media properties. The individual components are invariably worth more than the whole, and family members come to recognize this. The family-owned company usually pays low dividends, and family members who are not part of the operation become dissatisfied, Shaw said.

"The four or five family members who are running the company often adopt the position that the outsiders can 'Get lost,'" Shaw said. The result is a family dispute—"a fundamental divergence of interest between family members." This results in selling the property and dividing the proceeds.

As an example, he cited Sallie Bingham, who was drawing $300,000 in annual dividends on her shares of the Louisville newspaper publishing company. With the sale, she ended up with $84 million, Shaw said.

But the buyer also gets rich, he added. A daily monopoly newspaper with 15-percent operating profit can be made to yield higher gross revenue and a 40-percent profit within two years, he said. This is achieved, Shaw explained, by doing things the former owner had neglected to do—cutting unneccessary expenses, raising prices both in advertising and circulation, and in general operating a more efficient company.

A buyer should judge how high he can go on a purchase price by figuring he can pay a total price for the paper of 6 to 10 times the annual operating profit, Shaw said. But the buyer should figure the operating profit on the basis of the 40-percent return expected after two years of streamlining the paper's operations.

Jeffrey E. Epstein, vice president in the Mergers and Acquisitions Department of First Boston Corp., said three criteria count in buying a paper: Is it the right company? Is it the right time to buy it? Is the price too high? "The first two far outweigh the third," Epstein said. "If you meet the first two, you can't pay too much."

Shaw, who makes a commission on each merger or acquisition he completes, joked that media owner Joseph Albritton once told him: "You'll never be happy till you sell everything into one big company and then retire."

The Henry Ansbacher chairman said that depending on reaction to the first mergers-and-acquisitions conference, others may be held. The conference was arranged and managed by Executive Enterprises Inc., which conducts business seminars throughout the country.

—*Gene Goltz*

National salary survey to be conducted

Planning has begun for an annual, nationwide survey of newspaper wages and salaries.

Representatives of newspaper trade associations met Oct. 1 at The Newspaper Center in Reston, Va., and formed a working committee to design the survey, which will be administered by the Inland Daily Press Association. Inland currently conducts a wage-and-salary survey, but only about 300 newspapers participate.

At the meeting, ANPA Senior Vice President Thomas C. Fichter said a comprehensive survey is needed because newspaper benefit managers currently are asked to participate in about a dozen salary studies, some conducted by individual newspapers. This "overload" is resulting in low response rates, he said.

The committee is made up of representatives of ANPA, Inland, the American Society of Newspaper Editors, International Newspaper Advertising and Marketing Executives, International Newspaper Financial Executives, and Gannett Co. □

Globe-Democrat asks for help; Worcester newspapers sold

BUSINESS ROUND-UP

The Missouri Industrial Development Board is considering a request by the St. Louis Globe-Democrat that the board issue a $15-million revenue bond to enable the newspaper to buy printing presses and thus continue operating.

Linda Whiteheart, public relations director for the board, said in late October the panel will decide on the first segment of the bonds, $2.4 million, after it receives a detailed appraisal of the Globe-Democrat's assets and completes a routine financial investigation. The balance could be approved later after further deliberations, she said.

William E. Franke, co-owner of the Globe-Democrat, said in September he had invested $6.5 million in the newspaper, and his partner, Publisher John B. Prentis, had contributed nearly $1 million. If new funding is not found, the paper may have to close, Franke said, because it had lost $120,000 a week since resuming publication under their new ownership Jan. 27.

Industrial development funds have been available for years in many states to help businesses, including newspapers, in such matters as new plant construction [**presstime**, Oct. 1979, p. 5]. The money usually emanates from insured revenue bonds. No state money is involved. The borrower finds buyers for the bonds and uses future revenue to pay back the principle and interest. Terms usually run from 15 to 25 years but can extend to as long as 40 years. Interest rates generally run about 2-percent below the prevailing market rate.

In other newspaper-business developments:

Also in **St. Louis**, the Pulitzer Publishing Co., publisher of the Post-Dispatch, announced it has bought back 43 percent of its stock from dissident stockholders. The $185-million purchase ends litigation between the Pulitzer and Quesada families and Alfred J. Taubman. Taubman, a Michigan businessman who once owned 20.6 percent of the stock, has abandoned a proposal to buy the entire company for $625 million.

• In **Worcester, Mass.,** it was announced that Chronicle Publishing Co. of San Francisco had agreed to purchase the Worcester Telegram (morning, circulation 56,648), The Evening Gazette (82,177) and the Sunday Telegram (127,145). The purchase also included three smaller dailies in Massachusetts—the Marlboro Enterprise, the Hudson Daily Sun and The Daily Item in Clinton—plus 12 weeklies and commercial printing facilities owned by Beacon Communications, a subsidiary of Worcester Telegram & Gazette Inc.

The purchase price was not announced, but analysts estimated it at about $200 million.

Richard C. Steele, Telegram & Gazette president and chairman, said the owners, members of the Booth and Stoddard families, decided to sell because no younger family members had expressed an interest in carrying on the business. As part of the agreement, Steele will stay on to manage the Gazette for three years. The new owners agreed to maintain "present policies and personnel practices," Steele said. □

ANPA helps plan for Constitution's bicentennial

ANPA is involved in planning for the celebration of the bicentennial of the U.S. Constitution in 1987.

Jerry W. Friedheim, ANPA executive vice president, will serve as vice chairman of the newly formed Media Advisory Committee to the Commission on the Bicentennial of the U.S. Constitution. The Oct. 8 announcement was made by former U.S. Chief Justice Warren E. Burger, chairman of the commission.

ANPA Foundation is planning several projects in conjunction with the observance. Within the next year it will:

- Publish a Newspaper in Education curriculum on the bicentennial
- Make available a series of articles titled "Constitution Corner" and materials relating to American Bar Association TV programs on the Constitution.
- Coordinate a school-based "Celebration of Citizenship" next September. □

The Monroe Evening News
INSIDE
Utilities lobbying
Monroe's past comes alive here this weekend
Launchings sought

The Gray family of Monroe, Michigan,
50% owners since 1927,
have acquired the remaining 50% of

The Monroe Evening News

(Daily Circulation 26,700)

From the Estate of C.K. Wesley

We are proud to have served as the broker for the
C.K. Wesley Estate in this transaction.

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IJE report shows progress in hiring minority journalists

The campaign to hire minority journalists "is finally showing some dramatic results," according to a new report by the Institute for Journalism Education.

The report, based on a survey of more than 300 managing editors, said that in 1985, 17 percent of entry-level journalists hired by U.S. dailies were minorities.

In addition, the study found that minorities comprised 9 percent of "directing editors" hired in 1985—defined as editors with other editors reporting to them.

However, the report cautioned that the survey measured only hiring, not promotion. And as indicated by its title, "Musical Chairs," the report noted that high turnover has erased some hiring gains.

IJE, which operates three major training programs for minorities [presstime, May 1986, p. 28], released the report during the Oct. 21-24 convention in Cincinnati of the Associated Press Managing Editors.

"This study shows that when editors get serious about minority hiring they get results," said IJE President Ellis Cose.

But he cautioned that "it is on the battleground of retention that the struggle for full parity in the industry will be won or lost." ☐

Recent acquisitions

Park Communications Inc. of Ithaca, N.Y., acquired The Daily Pioneer, Bemidji, Minn., circulation 7,458.

Edwards Publications of Knoxville, Iowa, is acquiring two Iowa dailies from Cedar Rapids (Iowa) Gazette Co.: the Cherokee Daily Times, circulation 3,398, and The Daily Reporter, Spencer, circulation 3,622. ☐

Corrections

Three numbers were inadvertently dropped from the first chart accompanying the October Special Report on women in the newspaper business. The missing numbers, for the category of "Editor" published on p. 32, are as follows: male, 472; female, 78; percentage of editors who are female, 14.

There was also a typographical error on p. 33 concerning a 1985 survey on women in newsroom management. The statement that "fewer than 10 percent of 'directing editors'" were women should have read "fewer than 12 percent."

Presstime regrets the errors. ☐

Suzanne Kreiter, The Boston Globe

Job applicant Darlene Gee looks over the bulletin board at the Minorities in Newspapers Job Conference. Sponsored by the industry-wide Task Force on Minorities in the Newspaper Business and by the American Society of Newspaper Editors, the Oct. 16-18 job fair in Boston drew a record 400 people, including more than 250 applicants and recruiters from 96 companies.

Giago plans Indian weeklies

A leader in American Indian journalism is planning to start a dozen weekly newspapers for Indians—and then sell them to local Indians as the papers become profitable.

He is Tim A. Giago Jr., founder, publisher and editor of the largest independently owned Indian weekly in the United States—The Lakota (S.D.) Times—and first president of the Native American Press Association [presstime, Aug. 1986, p. 35].

The new venture is named Native American Publishing Inc.

Joining Giago in it is Gerald Garcia, president and publisher of the Bryan-College Station (Texas) Eagle.

According to Giago, the plan is to establish an Indian-owned weekly in each of the 12 areas into which the country is divided by the federal government's Bureau of Indian Affairs.

The first paper the new corporation will start will be The Red Lake Times on the 5,000-member reservation in Minnesota of the Red Lake Band of Chippewa Indians.

Establishing Indian newspapers independent of tribal government is essential to maintaining press freedom, said Giago, who noted that tribal papers are often the first things cut when money is short. ☐

Simonson named to top NNA staff position

David C. Simonson has been named executive vice president of the National Newspaper Association.

He is former president and publisher of Pioneer Press, a group of 40 weeklies in the Chicago metropolitan area with a combined circulation of more than 220,000. He was president of Suburban Newspapers of America in 1984.

Simonson succeeds W. Melvin Street, who is retiring, as head of the NNA staff.

The organization, which has headquarters in Washington, D.C., has membership of about 5,000 weekly and primarily small daily newspapers.

Simonson's appointment was announced at the association's 101st annual Convention & Trade Show in Nashville Sept. 24-27.

NNA officers elected during the Sept. 24-27 convention were: President Richard A. Nafsinger, president of Eagle Newspapers Inc. and publisher of the Hood River (Ore.) News; Vice President Webster Hawkins, publisher of the Osawatomie (Kan.) Graphic; and Treasurer Thomas F. Bradlee, publisher of the Cecil Whig of Elkton, Md. ☐

"The McCain 660 turned out to be a dependable investment... not an expense."

Gregory Cushman, President
Loren Dyer, Operations Manager
THE BULLETIN
Bend, Oregon

"The McCain 660 inserting machine has done everything we expected and more. It has turned out to be an investment…not an expense. It's dependable, in averaging more than 12,500 papers per hour, with either single or multi inserts. I would recommend the serious consideration of the McCain 660 for anyone planning to purchase a stuffing system."

McCain users across the country are quick to praise the 660's performance and dependability. It incorporates any number of in-line insert stations, so that all stuffs are gathered in a single pile. The gathered stuffs are then inserted into the body of the paper in one smooth, continuous operation. Difference in size and thickness of stuffs is, therefore, not a problem. There's a 660 system available to fit every stuffing need. Write or call for details. McCain Manufacturing Corp., 6200 W. 60th Street, Chicago, IL 60638, 1 312 586-6200.

75th YEAR OF MANUFACTURING IN USA

McCAIN 660
NEWSPAPER STUFFER

ANPA *Calendar*

NOVEMBER

ANPA Strategic Human Resource Planning Workshop
Crystal Gateway Marriott, Arlington, Va., Nov. 5-7

ANPA Convention Arrangements Committee meeting
Times Mirror Co. offices, New York City, Nov. 7

ANPA Newspaper Color Scanner Operation Seminar
The Newspaper Center, Reston, Va., Nov. 10-14

ANPA/Newspaper Advertising Bureau—Audit Bureau of Circulations Liaison Committee meeting
The Waldorf-Astoria, New York City, Nov. 11-12

ANPA Executive Committee meeting
The Newspaper Center, Reston, Va., Nov. 12

Management Skills for Newspaper Promotion Workshop sponsored by ANPA and the International Newspaper Promotion Association
Hyatt Sarasota, Sarasota, Fla., Nov. 17-19

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., Nov. 17-21

ANPA Telecommunications Seminar: Connections 1986: New Tools for Managing Telecommunications
Vista International Hotel, Washington, D.C., Nov. 18-19

DECEMBER

presstime Advisory Committee meeting
The Hearst Corp., New York City, Dec. 2

ANPA Foundation Trustees meeting
The Waldorf-Astoria, New York City, Dec. 4

ANPA Board of Directors meeting
The Waldorf-Astoria, New York City, Dec. 4-5

Leadership in the Newsroom Workshop sponsored by ANPA, ASNE and APME
Hyatt Regency Austin, Austin, Texas, Dec. 8-10

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., Dec. 8-12

ANPA Technical Exposition and Conference Arrangements Committee meeting
Dallas-Fort Worth Airport Marriott, Dec. 11

JANUARY

ANPA Newspaper Quality Control Seminar
The Newspaper Center, Reston, Va., Jan. 5-9

ANPA Labor and Personnel Conference
Boca Raton Hotel and Club, Boca Raton, Fla., Jan. 11-13

ANPA Convention Arrangements Committee meeting
Times Mirror Co. offices, New York City, Jan. 13

ANPA Technical Committee and Technical Exposition and Conference Arrangements Committee meetings
The Newspaper Center, Reston, Va., Jan. 13-14

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., Jan. 19-23

ANPA Process Camera Techniques Seminar
The Newspaper Center, Reston, Va., Jan. 19-23

Leadership in the Newsroom Workshop sponsored by ANPA, ASNE and APME
Sir Francis Drake Hotel, San Francisco, Jan. 26-28

ANPA Board of Directors meeting
Century Plaza Hotel, Los Angeles, Jan. 27-28

FEBRUARY

ANPA Newspaper Color Scanner Operation Seminar
The Newspaper Center, Reston, Va., Feb. 2-6

Newspaper Executives Marketing Seminar sponsored by ANPA and INPA
The Houstonian, Houston, Feb. 8-14

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ANPA News

Discount air fares available for attending newspaper meetings

Employees of ANPA-member newspapers are eligible for discount fares on Delta Air Lines and United Airlines when they travel to and from newspaper industry meetings.

Under the new program, a 5-percent discount is available off special fares, such as super saver, excursion or first class. Where the employee does not qualify for a special fare, a 30-percent discount is available off regular coach fares.

According to Mark Daly, ANPA director of membership development, in order to obtain the discounts two requirements must be met. First, the date and location of the meeting must be on file with the airlines. Organizations or newspapers planning meetings should contact the ANPA Membership Department so that those meetings can be put on the list, Daly said.

Second, ANPA-member newspaper employees or their travel agents must use special, toll-free telephone numbers and ANPA account numbers when making reservations. For Delta Air Lines the telephone number is (800) 241-6760; the account number is R-0210. For United Airlines the telephone number is (800) 521-4041; the account number is 651-E. □

Clarification on writer of Macintosh article

In an article on personal computers in the August-September issue of APME News, Editor Will Corbin of the Times-Advocate in Escondido, Calif., implied that there may have been some "suspect" information in an earlier presstime story on the Macintosh computer.

Wrote Corbin: "Even in the newspaper industry the information can be somewhat suspect. A story in the April 1986 edition of presstime extolled the virtues of the Macintosh for publishing. Its author was a consultant for one of two Macintosh dealers mentioned in the story."

Presstime Editor James E. Donahue acknowledged that, although the situation was not exactly as Corbin described it, the criticism was warranted. The article was a free-lance piece carrying two bylines. One of the authors, Stuart Silverstone, was identified on the first page of the article as a computer/communications consultant. Silverstone says he was never a consultant for the Macintosh dealer in question; however, the dealer is one of many that refer potential buyers who want more advice about Macintosh systems to Silverstone, an expert on that equipment.

"Although the relationship Mr. Silverstone had with the dealer appears to be common in the computer industry," Donahue said, "if presstime had known about it when the story was being edited, the reference to the dealer would have been removed and a more specific identification of Mr. Silverstone would have been included. Such disclosure is our firm policy, and I regret that it was not fulfilled in this case." □

Presstime® Statement of Ownership

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		Average No Copies Each Issue During Preceding 12 Months	Actual No Copies of Single Issue Published Nearest to Filing Date
A	Total No Copies (Net Press Run)	12,050	12,500
B	Paid Circulation		
	1 Sales through dealers and carriers, street vendors and counter sales	0	0
	2 Mail subscription	8,300	8,722
C	Total paid circulation	8,300	8,722
D	Free distribution by mail, carrier or other means, Samples, complimentary and other free copies	3,656	3,686
E	Total distribution	11,956	12,408
F	Copies not distributed		
	1 Office use, left over, unaccounted, spoiled after printing	94	92
	2 Return from news agents	0	0
G	Total	12,050	12,500

I certify that the statements made by me above are correct and complete James E. Donahue, Editor

Letters

Recommends waste committee

I was glad to see your article on newspapers' potential liability for cleanup of Superfund sites in the recent (October) presstime. It is of little comfort, however, to learn that others are faced with potential Superfund liability. Donrey is involved in one such site where we are looking at a potential $17 million contingent liability.

In our situation, we have worked with other "potentially responsible parties" to set up a steering committee.

Our steering committee has hired its own engineers and has proposed its own cleanup procedures, at a cost substantially less than that proposed by the Environmental Protection Agency. The efforts of the steering committee have seemed to convince EPA of our good faith and have, thus far, staved off a Justice Department enforcement action.

Our efforts to convince EPA that the mixture of waste ink and blanket wash is non-hazardous have, thus far, fallen on deaf ears.

Despite our efforts to get off the PRP list, we have also continued to work closely with the steering committee since we believe that it is our responsibility as good corporate citizens. We have also instructed our newspaper editor to treat this as any other news story, so as to avoid an improper public appearance both within our community and at EPA.

I highly recommend the informal steering committee approach since, in the long run, we believe it will save us a considerable amount of money and will permit us greater control over the cleanup efforts. We also believe it furthers a positive corporate image that we are working to effect a cleanup, rather than avoid responsibility.

David M. Olive
Assistant general counsel
Donrey Media Group
Fort Smith, Ark.

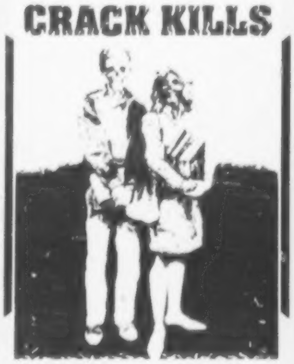
Required reading

I read the special report, "Newspapers and Language," in the September 1986 issue of presstime.

I think it should be required reading of all journalism students.

Thanks for printing the report.

Ray Newton
Assistant dean
Northern Arizona University
Flagstaff



Jere Warren, Fort Lauderdale News and Sun-Sentinel

South Florida public schools are displaying posters of this drawing that appeared originally on the front page of the Fort Lauderdale News and Sun-Sentinel Lifestyle section.

Newspaper numbers

140,979,000—number of dollars General Motors Corp. spent in 1985 to advertise in newspapers—the highest amount among national advertisers, according to Media Records.

37—estimated percentage of adults ages 21-25 able to summarize the main argument from a lengthy newspaper column, according to the National Assessment of Educational Progress.

18 million—number of copies of non-subscriber mailings newspapers make each week, as estimated by the Newspaper Advertising Bureau. This represents about 1.7 percent of all third-class volume.

It was distinctively a boo-boo

Typos do not all come from the editorial departments of newspapers. Public relations folks can goof, too.

Consider the case of Regan Communications, PR firm for The Boston Herald. On Sept. 29, it sent a letter to about 20 publications, and the opening paragraph trumpeted the paper's "amazing battle from near distinction to a profit-making daily."

"Near extinction" was what had been intended, of course.

Dean A. Miller, The Pueblo Chieftain

The Pueblo (Colo.) Chieftain built a 30-foot-tall tree of newspapers to recognize National Newspaper Week Oct. 5-11 and International Newspaper Carrier Day Oct. 11. Marketing Manager Jim Campbell sits atop the 7.5-ton creation made from 52,325 "overs"—roughly the paper's daily circulation. It took 15 hours to build.

And may your letters arrive on time

The annual National Postal Forum in Washington, D.C. gives mailers a chance to see and hear all things postal, and that can even apply to the more solemn moments.

At this year's luncheon, Monsignor Raymond J. Boland of the Washington, D.C., Roman Catholic archdiocese delivered this invocation:

"May everything we do be first class. Imprint Your own loving ZIP code upon our hearts so that we may never go astray. Provide in Your gracious providence special handling for those of us who are fragile and keep us in one piece. We have been signed, sealed, stamped and delivered in Your image and likeness, and we beg You to keep us in Your care as we go about our appointed rounds.

"And when our days draw to a close and we are marked 'return to sender,' be there to greet us at heaven's door so that nobody may ever say 'unknown at this address.'"

Cellular telephone breaks sound barrier on Capitol Hill

First, portable computers were banned from the press tables in congressional hearing rooms. They make a noise "like a pig oinking," says J. Michael Shanahan, chairperson of the Standing Committee of Correspondents, which has jurisdiction over the housekeeping details associated with newspaper and wire-service coverage of Capitol Hill.

Now, the committee has asked reporters not to use cellular radiotelephones in hearing rooms. It seems they're too noisy, too.

The latest hang-up came after United Press International reporter Judi Hasson used a cellular phone to call in her story on the Senate Judiciary Committee's approval of U.S. Supreme Court nominees William H. Rehnquist and Antonin Scalia.

Anticipating that the committee's votes would occur close to the end of the p.m. cycle, and knowing that it would be "very, very difficult" to get one of the two pay telephones outside the hearing room, Hasson borrowed the portable phone from a UPI White House correspondent. "I was in the very back of the press area, and I don't think I was intrusive in any way," she says, describing herself as being "hunched down and halfway under the table" while placing the call.

Another reporter covering the hearing didn't see it that way, however, and sent a letter to the standing committee, complaining about the noise.

Shanahan, congressional correspondent and political writer for McClatchy Newspapers, says as far as he knows, Hasson is the first print correspondent to have used a cellular phone at a congressional hearing. "She showed great initiative, as far as I'm concerned," he avers.

Hasson says she plans to use a cellular phone again on a story with similar time constraints, although the next time she will go into the hall to transmit.

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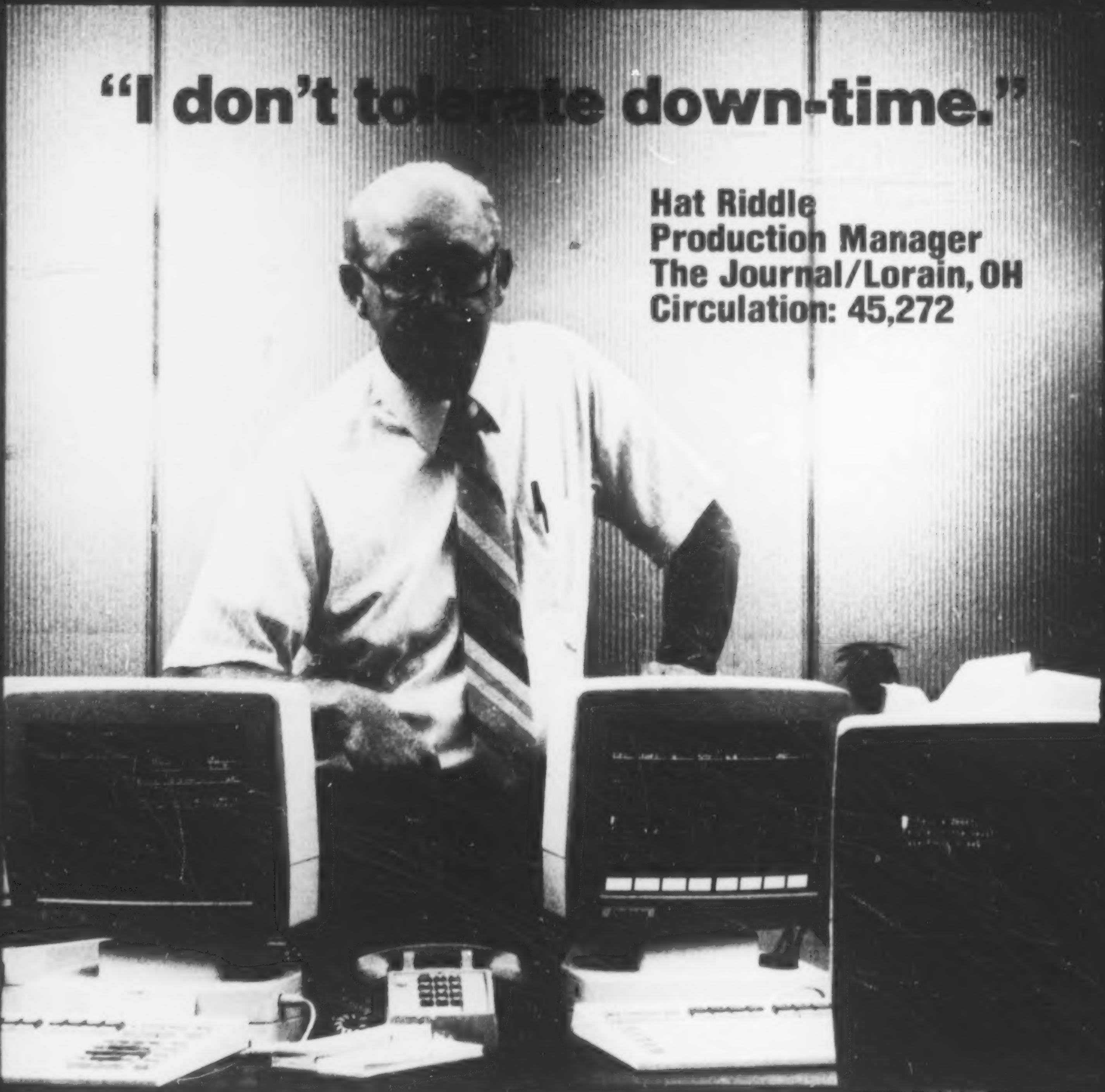
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